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SERVING THE APPLIANCE • RADIO • TELEVISION AND HOUSEWARES INDUSTRIES



How Big Is The Builder Market?

NOBODY KNOWS . . .

Not for sure, anyway. But as EM Week editors turned over stones last week looking for the answer, they found all sorts of clues as to exactly how thick the appliance butter is on the builder's bread. With the Builders' Show opening in Chicago this week, the question is sure to arise. Here's a roundup of the evidence.

GOVERNMENT . . .

The last time the government even came close to figuring how deeply builders were in the appliance market was 1956, when the Bureau of Labor Statistics came up with the following figures showing the percentage of new, non-farm, one-family houses that included certain appliances in the selling price: Gas range, 15%; electric range, 19%; refrigerator, 5%; dishwasher, 11%; waste disposer, 32%; incinerator, 2%; freezer, 1%; washer, 3%; gas dryer, 1%; electric dryer, 2%.

The bureau won't make this helpful breakdown in 1960. Why? Responsibility for housing figures

now lies with the Department of Commerce. Will it publish a similar breakdown? No.

One helpful government guidepost for measuring the builder market: Private farm and non-farm housing starts for 1960 hit 1,240,000 units. Only trouble with that figure, though, is that the Census Bureau hasn't yet broken it down into one-, two- and three-or-more-family dwelling units. In other words, some of those units could have as many as 500 apartments.

But "House and Home," an authoritative builder magazine, suggests that only about 195,000 of the unit housing starts were three-or-more-family units. That would leave about 980,000 to 1,000,000 one-family units and 40,000 to 50,000 two-family units. Put them all together and they add up to at least a million-and-a-half-unit market per appliance category.

ASSOCIATIONS . . .

A check with the National Assn. of Home Builders turned up no figures—only this wistful comment from one of its economists: "I wish we had the money to go into such things (ap-

pliances in the builder market), but we just don't have the money. We had dreamed up over a million dollars worth of research projects, but nobody wants to pay for them."

GAMA has stopped figuring builder volume in gas appliances. Why? "That particular item has been weak in our reports," a market research specialist explained. "Manufacturers just don't have that data themselves."

NEMA makes a partial breakdown of electrical appliance sales by classes of dealers.

Though 1960 figures aren't out yet, here are the ones from 1959, showing the percentage of distributor sales that went to the "all others" category—which includes utilities, builders and government agencies, jewelry and music stores, and so forth. The figures in parentheses show the comparable percentages that went to appliance stores:

Refrigerators, 28% (35%); freezers, 23% (44%); electric ranges (both standard and built-in), 43% (30%); electric storage water heaters, 26% (19%).

Continued on page 8

How Gas May Leap A Hurdle

Problem: The sales talk used against gas—"You'll need an electrical connection anyway." A new technical development may find a solution

It's a new thermoelectric generator sold by Westinghouse to Northern Illinois Gas Co. The utility is using it to experiment with the possibility of creating gas heating and appliances that will require no outside current to operate their lighting, motors and controls.

What this means to dealers is far in the future. The meaning to electric utilities is much clearer: Gas people are fully aware of the impact of electric heat and are doing something about it.

The first important device Northern Illinois Gas is working on is a gas furnace. Dr. Spencer Milliken, a utility researcher, states that in two or three years, the gas industry will have home furnaces ready for field testing that operate independent of house wiring.

The Illinois utility now is working with a 100-watt unit from Westinghouse. It expects to be able to get 200 watts eventually, which is enough to run a furnace. The device uses the phenomenon employed in thermoelectric refrigerators, except that it goes in reverse—you heat the certain materials and you get direct current.

Such generators are not efficient, but they don't have to be since they use already-paid-for heat which goes up the chimney, Milliken points out. And for now, they are high-priced—about \$50 per watt. Milliken thinks that this price can fall to about 50¢ a watt.

And he says that higher initial cost—perhaps \$60 on a furnace—will be made up in electric bill savings and installation costs, plus "peace of mind" concerning power outages from blown fuses or storms.

Current-generating gas-fired home appliances are further off, of course. In the case of a furnace, the fire can be started with a simple thermostat and pilot flame. As the heat hits the generator, current will flow and start the blower.

A gas dryer is a different proposition since more horsepower is needed quicker and there isn't as much heat to play with. In the case of a range, there is still a different set of factors. The same thing goes for gas refrigerators.

Distributors Clip Coupons Under P-S Incentive Plan

Proctor-Silex is readying a distributor incentive program based on the worth of its stock.

In the fiscal year ending Feb. 28, 1962, P-S will award turnover certificates to each distributor who exceeds his sales quota, which will be based on the distributor's size, sales force and past performance.

Each \$1,000 over the quota will be worth two certificates. One certificate will be worth the daily average price of P-S stock during the month it's turned in. For example, if P-S stock averages \$8 a share for the month, 100 certificates will be worth \$800.



Prize Winners Off To Milwaukee

DEALERS WHO WON John Oster Manufacturing Company's Christmas store display contest leave Chicago for Milwaukee, Oster headquarters. Their prizes were trips to Housewares Show in Chicago and trips to Milwaukee.

Now: Gas Dishwasher

After two years of industry rumors and fingernail-biting anticipation, Preway Inc. last week showed you can wash dishes with gas

Breaking out its new baby for a group of enthusiastic natural gas men in Florida, Preway paraded reason upon reason why it had developed the product, the first one for the home market.

Preway wants an entree to the heavily promoting gas utility market. "To be brutally frank," said H. T. Anderson, vice president and director of sales, "we were unsuccessful in cracking the barrier built up by long-term relationships between our (built-in gas range) competitors and gas utilities."

Now, Preway figures to expand its limited utility contacts because it

—and the utilities who go along—can offer package kitchen deals that include a dishwasher.

Dishwasher will be marketed, first, in the parts of the country where Preway now has utility contacts for its built-in oven business.

Production begins in June. And by August, Anderson said, "we will be shipping into 16 major markets."

At first, the company will make only deluxe models. But it'll introduce standards in 1962. No prices have been announced.

Here are some specs on the deluxe unit: Capacity is a service for 12; width, 24 inches; height, 34½ inches; depth, 24 inches.

There's one cycle, with one 10-minute wash and two six-minute rinses. Water heats up to 180 degrees in the last rinse. Sources of water: sides of the tub and slowly revolving radial arms.

Webcor Sticks To Premiums In Promoting Its '61 Line

Last year, the Chicago Electronics Company gave away dance lessons and foreign language courses to phono and tape recorder buyers.

This year's premium items are an 8 mm. movie camera and a transistor radio.

And the company will spend \$900,000 in plugging its "Zero in on Webcor" spring promotion—"zero" representing what customers must pay for the premiums.

Included as premiums are: a Keystone K20 movie camera with each model 2107 Regent Coronet tape recorder, listing at \$349.95, and a transistor radio with every Holiday phonograph (\$89.95).

Webcor will use direct mail, local retail advertising and national ads in March issues of "Life," "Esquire," "Coronet" and "Sunset."

A new high and a new low were

dropped into Webcor's 1961 phono console line.

The new high end is the \$1,000 list Galaxy tape recorder, AM-FM radio console, in a Danish-modern walnut cabinet, the biggest ticket item Webcor has ever tried to sell. The new low is the \$149.95 Metro phonograph console.

Rounding out Webcor's 1961 line are: the Micro 350 transceiver two-way radio, (\$189.95 a pair); a Japanese-made, nine-transistor AM-FM radio (\$79.95); two new cabinets in the 1068 phonograph series. The drop-ins are in Italian provincial (\$349.95) and American traditional (\$389.95)—both without radio.

For dealers Webcor is offering its "Take-A-Break" promotion—a long weekend for two at a resort. Distributors pick the resorts and award trips to dealers who pile up enough sales performance points.

Westinghouse Woos Builders

What it takes to get the contract to turn a \$100 million housing project into a "total electric" community was revealed at NAHB show opening

How Westinghouse got the contract to supply all electric appliances, heating and air conditioning for the Windsor Park Estates development now underway in Bradenton, Fla., was explained concisely by William H. Loeber, manager of Westinghouse's residential marketing department:

"It's another example of a builder appreciating the fact that one manufacturer is able to offer a complete line of products—a major step toward reducing the developer's administrative costs and the ultimate cost to the consumer."

What Westinghouse did, explained Loeber, was to coordinate the resources of several divisions. The builder got exactly what he wanted by negotiating with only one Westinghouse executive who had the authority to pick and choose from divisions.

Westinghouse products supplied were water heaters, wall heaters, heat pumps, built-in and free-standing ranges, dishwashers, waste disposers, Micarta countertops, Bryant wiring devices and optional refrigerators and laundries—at a price of close to \$3,750,000.

G-E Resumes NY Fair Trade

They're minimum retail prices for G-E room air conditioners, set by the company's metropolitan New York district. G-E has solicited all its franchised dealers in the district's markets of New York, New Jersey and Connecticut for minimum retail price agreements. And it has advised all dealers in those markets of the prices.

Here are tags on some models in the "Cool Coil" Thinline series (figure in parentheses is the NEMA standard Btu per hour rating): R140, \$179.95; R151, \$199.95; R-260 (8,500), \$219.95; R290 (15,000), \$319.95; R271, \$259.95.

As for a couple of the heater models in the "Balanced Comfort" Thinline series: R173 (11,000 cooling, 10,600 heating), \$269.95; R263 (8,600 cooling, 7,700 heating), \$249.95.

Why Is Friendly Frost Pushing Norge Coin-Ops?

Easy. Because there's gold in them thar coin-op dry cleaners—especially at the distributor level.

Friendly Frost is set up to sell the units either separately or in "villages," through its subsidiary Laundercenter Corp.

Gerald O. Kaye, Friendly Frost chairman of the board, boomed out his plans at a village opening in Quincy, Mass., last week. "New England is going to get the big push." First on the list for the area: A 12-village chain that'll be run by Walco, phonograph needle manufacturer.

Straight From Washington

LEGALITY OF SPREADING UNION BOYCOTTS

AGAINST JAPANESE-MADE GOODS is under consideration in Washington. There is some concern that such action may be a violation of the secondary boycott ban in the Landrum-Griffin Act.

This provision has yet to be tested in the courts, of course. But a review by legislative experts reveals specific statements by Congressmen during the pre-enactment debate that the law was not meant to interfere with either a "Buy-American" program or efforts by unions to protect jobs threatened by foreign imports.

Latest planned boycott was announced by the huge Chicago local of the International Brotherhood of Electrical Workers (EM Week, Jan. 23, page 2). Its president, Michael Frank Darling, notified 83 employers that, effective May 1, members employed in 137 plants will refuse to work with television, radio and other electronic parts from low-wage countries.

Similar boycotts have been announced on the West Coast by the International Assn. of Machinists and in New York by the Amalgamated Clothing Workers.

The Chicago Electrical Workers local, one of the largest in the country, has slipped from a peak membership of 47,000 in 1958 to about 23,000 working members now. Darling says the sharp decline is due partly to the recession but mostly to increased imports.

When the boycott becomes effective May 1, union members will not walk out of factories using Japanese components, but will refuse to install any imports from low-wage countries.

It's too early yet, of course, to determine what effect the movement may have on wholesale and retail prices. If it continues to spread, prices seem certain to rise since Japanese components generally are cheaper than those made in America.

But, for the moment, the big three consumer electronics producers in the Chicago area are relatively unaffected. Motorola imports about 3% of its components but has no union contracts. Zenith deals with another union. And Admiral has long since decided not to use Japanese components. ■

CONSUMER RELUCTANCE TO BUY APPLIANCES

continued right through the first of the year, according to the Commerce Department. Spending in November and December turned sluggish after a relatively good October.

Total consumer spending rise in the fourth quarter to a new high offered little consolation to durable goods dealers. Expenditures for services continued upward, but purchases of durable goods generally, and furniture and appliances specifically, lagged badly.

Consumer hesitation with respect to appliances was affected by a drastic decline in new housing starts. On a seasonally adjusted basis, these totaled 980,000 in December—the lowest annual rate for any increase since 1948.

Another major reason for the late-year decline in appliance sales was a drop of \$3 billion in the annual rate of personal income.

During 1960, says the Commerce Department, consumers spent 47% of their budgets on non-durables, 40% for services and only 13% on durables. ■



Westinghouse's Big Winner

TELEVISION PERSONALITY Big Wilson of station KYW, Cleveland, displays winning name he drew in Westinghouse "Contest for People Who Never Win Contests." Examining ticket are, from left, Gene Eddy, Rodger Gibson and Jim Perkins, all of Westinghouse Appliance Sales in Ohio city.

Will Consoles Follow Portable Price Route?

For now, the answer has to be a limited yes. And the limitation applies mainly to deals which will be around most of the first quarter, as manufacturers struggle to move their merchandise in a sluggish market.

At the Winter Markets, prices on 19-inch portables sank to new low levels. General Electric created the biggest stir with its \$159.95 Celebrity series; most manufacturers were down to \$169.95 suggested list. (Industry officials were adamant about that word "level." The new portable prices, they insisted, weren't price cuts, but new prices on new sets.)

The long-range outlook: Prices on 23-inch consoles can't follow portables down the same garden path. Why? The sheer pressure of economics.

"I wouldn't give a nickel for the chances that prices on consoles will go down," said S. R. Herkes, vice president for marketing at Motorola, "unless you resort to a lot of tricks. It's just not in the cards economically. Why, console cabinet prices aren't dropping. They're going up every time we put out a new line.

Where will console prices settle? Herkes pegged the low end at \$249.95 and doesn't believe you'll be able to find quality at retail for less than \$279.95.

"With so many deals around, it's difficult to find out what's really happening," another official explained, "but I think the area of movement at retail is around \$229.95."

Prices could go down under the pressure of spring promotional leaders. For example, one manufacturer plans to show up with a leader that should move at retail for "around \$200." And another company already has a console at

\$145 dealer cost as part of a five-set package deal.

A new go-around with base merchandising may cut into the console's share of the business and contribute to some softening of prices.

Consoles retailing at \$199.95 and \$229.95 would come as no surprise to manufacturers, but at least one was openly wondering how you could operate economically at those prices.

"There's a whale of a lot of difference in the discounts available at \$199 and \$279," summed up his attitude.

In line with the promotional flavor of the first-quarter market, Olympic replaced all its 21-inch console leader models this month with 23s at the same price. So, the company can offer 23-inchers with a suggested list of \$199.95. (And dealers could be selling from \$10 to \$20 under list.)

"Other than replacing leader models, we have held our prices firm," explained Morton M. Schwartz, president of Olympic Radio and Television Sales Corp.

Symphonic has burst into the market with its private label Philharmonic line at low, low prices. In Boston, Jordan Marsh advertised the 23-inch console end of the line for as little as \$139.90 with four \$20 steps and winding up with a \$10 step at the high end to \$229.90.

Why all the deals? "It's the economics of the first quarter," Herkes summed up. "Everyone is maneuvering."

Most manufacturers still subscribe to "it's that time of year" theory.

"Proportionately, there's nothing different happening this January than in any other," said Robert L. Shaw, vice president of the DuMont-Emerson Sales Corp.

REGIONAL ROUND-UP:

Was there an upswing? Combining promotions and the hard sell seemed to be causing some business improvement, EM Week was told.

EAST . . . WILMINGTON, DEL.—

Appliance sales were showing some signs of slowing in January after a strong upswing in December.

Business in January was about on a par with sales for the corresponding month a year ago, reported Pete Chance of Wilmington Appliance Co. He said his company was featuring the "appliance supermarket" theme in its newspaper advertisements, offering homemakers "a new way to save."

Chance said response was good—electric range sales were sharply improved over last year, with little change noted in television, laundry equipment and refrigerator business.

One large distributor reported business "spotty," a characteristic he termed "unusual" for January. He attributed slow retail buying to a "scare" caused by the national unemployment situation.

However, Bob Justis of Justis Brothers painted a cheerful picture. "We're rolling along good and things are moving," he declared. "Our January sales should be almost as good as December."

Another dealer sounded a pessimistic note, commenting that business was extremely slow. Again, national unemployment trends were cited as a factor, although there hasn't been any marked change locally.

Millard Keil, who heads the appliance department at Keil's, described business as "average." He said prices were holding up and inventories were in fairly good shape. Sales of white goods were "very quiet," while TV and stereo business were "pretty good."

MIDWEST . . . KANSAS CITY, MO.

—Most appliance dealers here said they were experiencing January business "about equal" to a year ago. There were some exceptions, though. One dealer expressed gratitude for "electronics" that had jumped 80% over last year to boost his business 15%.

John E. McDaniel, sales manager, David Furniture & Appliance Co., reported "generally the same as last January" in all appliance items.

"There may have been a little drop, but not much," he said. "We didn't do much in a promotional way this year. Some of our problems may have been in that area."

A fall-off in refrigerator sales for January went as deep as 25% for Layon & Rooney Furniture and Appliance, Larry Rooney reported.

Another major outlet stated that television and appliance sales were just about "even with last year."

The dealers attributed January sluggishness to the lull following a Christmas spending binge and to city, state, local, and federal taxes. These acted as a sobering influence, being reflected in the month's buying attitude and sales, it was suggested.

Floyd A. Palmer, manager of Merhornay Furniture Company's appliance department, echoed the feeling of some that recession talk and unemployment threats on the horizon also were responsible for the conservative trend in buying.

SOUTHWEST . . . ALBUQUERQUE

—Appliance sales were slow the first three weeks of January in all except major elec-

tronic items. Dealers were cautious in forecasting trends for 1961, most of them reported 5% to 15% drops in volume last year as compared with 1959.

"A customer no longer comes in and points at an appliance with his foot while reaching for his wallet," said Gene Stenger of K & B Appliances. "You've got to give them the hard sell now." Stenger reported "pretty good sales" in television and stereo sets, a number of them for cash from Christmas bonuses. He noted that "Magnavox has the best acceptance of any product we've handled."

Expensive (\$695 and up) three-way combinations also were "selling very well" at Fedway, said Lou Miera, appliance manager. He reported sales about equally divided among RCA, G-E, and Curtis-Mathes in these units.

Mel Ross of Griffith's Appliance Center said his firm was closing its northeast outlet because of a street-widening project which will take eight months, and he wasn't sure the company would seek another location. "Right now we are just planning to consolidate all our sales and services in our downtown location to cut down our overhead," he said. Ross reported business about 15% behind January, 1960.

FAR WEST . . . SAN FRANCISCO-OAKLAND

—Distributors' salesmen were having a frantic time. They were playing the game "or else" by making hundreds of phone calls followed by day and evening visits to every retailer on their lists. It all started after New Year's when the distributor bosses told these salesmen to go out and

get some appliance-TV business "or else." By last week the results were showing—volume, which had dropped as much as 25% for many distributors, was starting to pick up. Most now feel that January will end about 10% below the same month of 1960.

Another distributor, William Lancaster, while not happy with his volume in Motorola, Norge and KitchenAid during the first two weeks of January, said orders were starting to pick up, and February should be fair. Right after the inventory tax date, the first Monday in March, business should start rolling at high speed and, said Lancaster, "... the third quarter should be so good that it will surprise everyone."

Backed up by direct mail and good pricing, salesmen for Westinghouse here were hustling a January clearance sale that could make this Northern California distributor one of the few in the country to show a gain this month over January, 1960. Big help, too, was the factory-suggested, but not universally accepted, program for offering free home demonstrations with each washer, dryer or combo. "The dealers are co-operating and the consumers love it," manager Bert Newby reported.

Distributors with dishwashers were looking forward to another good second quarter this year. All were tying in with the NCEB-PG&E spring dishwasher spectacular. Based on a re-run of the successful "Don't Be a Dishwasher—Buy One" theme, the plan will spiff dealers and salesmen \$5 a unit sold, plus other incentives to be announced at the March kickoff.



Teaching Teachers From Asia

ASIAN HOME ECONOMICS TEACHERS look at built-in American kitchen at exhibit in Chicago Museum of Science and Industry. Howard Bogash of Hobart Manufacturing Co., which gave the exhibit to the museum, explains KitchenAid dishwasher to, from left, Jer Ruston Sethna, India; Keow Gaik Ch'ng, Malaya; Claudia Phyllis Lopiesz, Ceylon. They toured as part of a vocational education project of the Department of Health, Education and Welfare.

INDUSTRY MEMO

● An ill wind blows some good, according to Sony. Severe weather conditions—last year's Hurricane Donna and this winter's blizzards—have proved to consumers that they need small, battery-operated transistor radios to keep them informed when electricity is off and telephone lines are flattened. Bad weather in 1960 brought increased Sony sales and Milton Thalberg, marketing vice president, expects the trend to continue. Word-of-mouth advertising has been effective.

● "... Put them together, they spell 'Mother'..." and about \$1 billion worth of gifts. Mother's Day, Sunday, May 14, is big retail business, surpassing Easter which was the big spring selling season, according to the National Committee on the Observance of Mother's Day. Official poster theme this year: "For the World's Best Mom." Promotional kit: \$9.95 from the committee, 129 W. 30th St., New York 1, N. Y.

● How many customers sent you January checks dated "1960" instead of "1961"? Orange and Rockland Utilities, Inc., Nyack, N. Y., which keeps count of such things for some reason, reported that it received 636 misdated checks of this sort during the first 10 days of January. The 1959 total was 496 and this year set a new record, surpassing the previous mental lapse mark of 606 in 1957.

● Lau Blower Co., Dayton, has purchased the Meier Electric and Machine Co., Indianapolis, a leading manufacturer of propeller blades. It was the third company acquired by Lau in the past year.

● Television production, after closing the year out on the down side, continued down through the first two weeks of the new year (see Industry Trends, page 57). For the week ending Jan. 13, TV was off more than 37,000 units and the two-week total showed a loss of some 91,000 pieces. Radio, although up 6,000 units for the second week of the new year, was off 6.5% on the year, falling 20,000 behind 1960.

Going great!

big 23TV trade-up

It's the same successful story in big cities and small towns from coast to coast! Dealers everywhere are really cashing in on

Admiral's "Big 23 TV Trade-Up"—the greatest trade-in, sell-up event in television history! It's a complete selling program for more big-ticket, big-screen sales! Tie in! Cash in! There are still 6 profit-packed weeks to go!

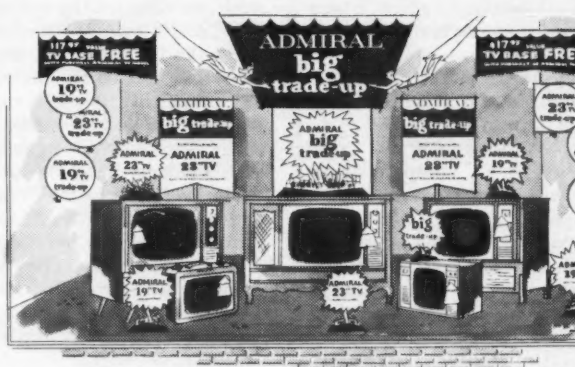
Make your store Admiral "Big 23 TV Trade-Up" Headquarters!

Admiral goes all out to increase your big-ticket, big-screen television business! You get all this in a dynamic 5-point program:

- 1** The hottest 23"† TV line in the industry—now with every Admiral step-up model priced for quick trades at big profits!
- 2** Three terrific "Trade-Up Traffic-Builders," featuring free decorator bases with 23" and 19" TV!
- 3** A barrage of local-impact advertising keyed to bring customers right into your store!
- 4** A traffic-stopping "Big 23 TV Trade-Up" window display—all professionally installed!
- 5** Complete in-store sales aids; mailers and other promotional material! Don't miss out! 6 big selling weeks to go! Call your Admiral distributor now!

†23" overall diagonal, 282 sq. in. viewable area

*19" overall diagonal, 172 sq. in. viewable area



MARK OF QUALITY



THROUGHOUT THE WORLD

ADMIRAL®

POST MORTEM
ON McCORMICK:

Housewares Show Poses 4 Queries

After the dust from miles of aisles at Chicago's huge new home of housewares shows settled, four key questions were being asked. Only one drew a proof positive answer.

1. DID McCORMICK PULL THE HOUSEWARES TRADE?

Answer: A resounding yes. The turnstiles at Chicago's new McCormick Place hadn't stopped turning before NHMA's Dolph Zapfel was talking new records. The 1961 Housewares Show set several: It drew a record number of registrations (34,679); a record number of buyers (12,763); a record number of exhibitors (909)—and the opening day crowd of over 30,000 is believed to be an all-time all-show record for trade exhibitions.

Most exhibitors were beaming. M. R. Bissell, president of Bissell, Inc., was ecstatic: "We wrote more business on the first day of the show than we've ever written in any week-long show we've ever been in." Most others agreed.

But the buyers were not that happy. They tended to wonder about three trends which emerged from the show. They were asking:

2. IS ONE GIANT SHOW PRACTICAL ANY MORE?

Some say yes; others shout no. "The place is too big," said one national buying group buyer. "It's

impossible for one man to do the whole show in the way it should be done over a week's time."

Another adds: "In the past, it used to be possible to cover the show in three or four days. That's not true any more. From now on we'll have to spend a whole week shopping the spaces if we want to do it right."

"Separate shows—one electric; one non-electric" is the suggestion from another buyer group representative. "They would not have to run concurrently, but it would be a good idea. Two shows, besides giving the buyers a break, would allow manufacturers more space to display their assortments."

The two-show idea was especially well received by buyers representing department stores and medium-to-large retailers. As one buyer put it: "We have only two days to cover the show before we have to attend our meetings. With separate shows, we'd have more time and it would be easier to concentrate on the separate deals being offered."

But smaller retailers disagreed on two shows. "In the first place, going to two shows would cost too much," explained a Midwestern dealer. "And what's more important, I doubt that two shows would pull the total number of exhibitors that one big show pulls now."

There's a secondary question, however. Do buyers go to two shows?

Chicago itself during the show week supplied some answers. While 30,000 visitors tramped through McCormick on Monday's opening, the Independent Show at the Morrison Hotel drew only 12,000 visitors on its Sunday opening.

Conclusion: Some 20,000 McCormick buyers did not have time to sweep through 350,000 square feet of the new lakefront hall and check the eight mid-town floors of the Morrison, too.

This year, there will be more evidence available on the two-show question. This summer NHMA, deserting Atlantic City, returns to McCormick July 10-14 while the Independents return to the Morrison July 9-13.

In addition to the Chicago shows, New York plays host to two housewares shows this summer. The Independents take over Manhattan's Hotel New Yorker July 30 through Aug. 2. A third group affiliated with neither the NHMA or the Independents will run the Eastern Housewares Show at New York's big Coliseum Aug. 7-10.

3. WILL THE TREND TO SECOND, PROMOTIONAL LINES HELP OR HURT?

Separate low-end and promotional price lines introduced by several makers at this year's show (EM Week Jan. 17, page 8) drew varied reaction. Some buyers felt the high-low pattern would help department stores sell small appliances at a price and still make a profit. But some were not impressed.

"I like the idea," one New York buyer explained. "It will help me compete with the discount house." Several buyers felt the moves showed that manufacturers are interested in keeping the department store happy and that manufacturers are "realizing that discounters are

not their only customers."

One veteran New York buyer spoke for many unimpressed with the moves: "It's the same old story. The manufacturers have been trying things like this ever since the discounters reared their ugly heads. If a second or a third line does manage to get established in a department store, you can bet it won't be too long before the discounters are screaming for the same deal. And it's better than even money that they'll get it."

Another doubting buyer: "The protected line deal might work. But it's still the customers' choice. If she knows she can buy the name brand lines at prices under the protected lines, she's not going to be impressed with deals which favor the seller."

The most common answer, however, was a simple: "Wait and see."

4. IS A NEW PRICE WAR COMING?

Buyers who went to Chicago seeking signs of overall price stabilization said they came away disappointed and said there was nothing new in pricing.

"Prices were the same as they were in July, except for can openers, aluminum percs, irons and hair dryers," one buyer noted.

Another went further. As the week progressed, he felt, the show became a price circus with can openers and irons in the main rings and hair dryers supplying a hot side show attraction.

"Can openers hit an all-time low," one buyer noted. "You could pick them up for as low as six bucks apiece."

Many buyers agreed that show prices on can openers, dryers and irons will produce a new wave of low price activity at retail by the spring.

Does Black & Decker Plan Wooing Appliance Dealers?

Nobody at Black & Decker would say for sure, but all signs point toward the appliance dealer as the target for future market and distribution patterns. Here are three programs that seem to point Black & Decker in that direction.

A new co-op ad plan that "will enable Black & Decker wholesalers to cooperate with their retailers in advertising to the consumer" was announced by M. D. Mooers, Black & Decker sales manager. Here's how it will work.

A co-op advertising reserve will be established with each wholesaler to be available for use with retailers on a 50-50 basis against the cost of the local promotion of company products. In addition, Black & Decker will provide free ad mats, proof books, photos, radio scripts, and reproduction proofs.

And a new name—Consumer Products Division—was chosen for the sales division that markets the company's products to home owners, builders and service craftsmen. According to Mooers, "The name defines more accurately the diversification of products and markets which have developed since 1946. It also gives us broader horizons for future development of products, markets and distribution patterns."

And a new point-of-purchase merchandising plan is designed to "make it easier to handle power tools and to encourage more complete merchandising of power tools and accessories by retailers." The company's new in-store display merchandising assortments emphasize the versatility of electric tools by exhibiting a wide variety of attachments and accessories for use with the tools. Perforated board fixtures and wire racks display the tools in "blister-pack" cards. Under the new policy, the fixtures will be given to dealers without cost after a prescribed assortment of tools, attachments or accessories is ordered. Before, the wholesaler and manufacturer have borne the cost.

Hardware distribution will not change, according to J. F. Apsey, advertising director. "We have no thoughts of abandoning our traditional hardware outlets," he explained. "We're just expanding our distribution patterns."

Evidently the wind has changed since last October's Hardware Show when Black & Decker told EM Week that appliance stores weren't good outlets for power tools. "Appliance dealers are only able to sell the basic units; tools need supporting merchandise," Mooers said then.



And It Will Even Steam Rice

THAT'S THE PITCH that Harry Shaw Lowe of "Flower Drum Song" was making about Landers, Frary & Clark's new steam iron at the recent Chicago Housewares Show. Listening were retailers Alan Share (left), merchandising executive, and J. B. Rudolph, president of Rudolph Brothers, Inc., Syracuse, N. Y. Model Susan Scott is interested too.

Knock, Knock! It's NAHHIC Calling

House-to-house installment retailers who open doors for a living and had a hard time doing it last year, are finding the welcome mat out for them at the 10th anniversary show of the National Assn. of the House to House Installment Companies.

A significant fiber in the welcome mat is the availability of more exclusive models for the door-to-door trade. Most notable are offerings from Westinghouse and the Lifetime division of Northern Industrial Chemical.

Who's showing? There are more housewares and other hard goods exhibitors at the show than in the past three years. This is a reversal of a trend that saw emphasis on soft goods, chiefly clothing, in the house-to-house trade. More than 175 exhibitors are showing at the Hotel Commodore in New York during the four-day event which closes Feb. 1.

Among the hard goods manufacturers who are showing this year, but did not exhibit in 1960, are Jeanette Glass Co.; Mallo-Ware Corp.; John Oster Manufacturing Co.; Philco Corp., showing for the first time; Pro-phy-lac-tic Brush Co.; Rival Manufacturing Co.; the Taylor, Smith & Taylor Co.

In the hard goods category at the show, there are more electrics than were shown in the past two years. Poor electrics business had forced many exhibitors out of the show, according to Edward L. Sard, executive director of NAHHIC. Now many of them are back again. Some of these manufacturers have been persuaded by retailers to make exclusive lines for the door-to-door trade. These producers, faced with

more production than they can sell to stores, regard the house-to-house business as a bonus channel of distribution.

What's new? Westinghouse has brought out special fans and vacuum cleaners for the house-to-house trade. The company expects to follow with a special full line of electrics. The Lifetime division is displaying an exclusive pattern of melamine dinnerware for the house-to-house salesmen.

The Westinghouse line pleased Sard who saw it as a growing trend. "We can have the advantage of private label with the added advantage of nationally advertised brands."

Other new electrics products include: Sunbeam electric shaver (shown by its subsidiary John Oster); Fleetwood immersible fry pan by National Presto; Lux electric wall and alarm clocks; Northeast can opener; Son-Chief toaster

What Is NAHHIC?

The National Assn. of House to House Installment Companies, Inc., is the national trade association of the direct selling credit industry.

The group, organized in January, 1951, has 400 retail members, who employ 13,500 salesmen and collectors. There are also some 197 associate members, primarily manufacturers who exhibit at NAHHIC shows.

Door-to-door retailers normally work on a three-time markup. They say high commission rates for salesmen and collectors and high collection delinquencies make this necessary.

with tubular heating element, which Macy's has been selling exclusively under its own Supremacy label; Stradolin chord organ; and a Rival portable air cooler.

Among the new non-electric housewares are: imported dinnerware by Societa Ceramica Italiano Laveno; melamine dinnerware by Lifetime division of Northern Industrial and Prolon Plastics.

Sard said that while melamine sales held up last year there appeared to be a definite trend toward earthenware. He noted that Taylor, Smith & Taylor, earthenware producer, was back in the show after an absence of several years. "These things definitely go in cycles," he commented.

How's business? Last year collections were down 7%, a significant figure, according to Sard. He said the general recession now being felt by other segments of the retail industry was first felt by the house-to-house trade early last year. Based on current business in the door-to-door industry, he predicted an upturn in the second half of the year.

Most door-to-door retailers have added credit charges as a way to increase collections. It was also done at the suggestion of NAHHIC, which believes that more state legislation and possibly a federal law will be passed this year compelling retailers to list credit charges as a separate item. In most instances, door-to-door companies return the charge if the customer completes her payments within a period of 90 days.

According to Sard, about 75% of NAHHIC members have such charges today.

Twist: U.S. Electrics Soaring In Japan

Despite their higher price, American-made electric housewares are winning Japanese consumers away from similar domestic electrics.

That's the word from J. N. Seward, Sunbeam Corporation's man in the Far East. He has spent the past

four months observing the electric housewares market in this corner of the world.

It pays to have a man in Japan to observe the import as well as the export market, he told McGraw-Hill World News Bureau, Tokyo.

The Japanese consumer is eager to buy imported electrics, however high their prices are in department and drug stores, he said.

"Japanese toasters, for example, are well-designed but are good only for a few years, whereas ours last for 10, 15 years, or even longer," he commented.

He noted that Sunbeam electric shavers sell for more than \$40 a unit "wherever they appear on the market."

"But you'll always find European and Japanese electric shavers selling side by side with American-made shavers at prices ranging from a few dollars up to \$15 a unit."

"This is true of the rest of American household appliances—most of which the Japanese don't as yet produce themselves. Examples are shearing equipment, lawn mowers, electric drills and hair dryers."

"Landslide" imports of American electrics are expected, Seward said, when the Japanese government lifts restrictions in a year or so in accordance with the so-called trade liberalization policy of the Ikeda government.

Seward pointed out that since he has been in the Far East "I haven't bought anything or made sublicensing contracts with anyone."

"But it is tremendous how fast Japan has moved in developing new designs for household appliances in the last few years."

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New Space Saving Shaver Display

A PILFER-PROOF three-shaver plastic display case will allow retailers to display three different Shick electric shavers in slightly more than one square foot of counter space. The counter case is constructed of gold-colored metal and brass with a heavy plastic header. It's offered free to all dealers who buy 24 or more assorted razors by March 31.

JANUARY 30, 1961

World-Wide Telecast—How Soon?

Sooner than you may think.

By the end of this year American Telephone and Telegraph Co. plans to rocket into orbit a satellite which will permit TV broadcasts between Europe and the United States.

The Federal Communications Commission gave AT&T, by granting its request for the go-ahead, two experimental frequencies for TV, telephone and data transmission via man-made satellite.

The temporary FCC grant runs out in January, 1962, by which time AT&T intends to prove its satellite can do the trick.

Intercontinental color TV will be shown to the masses roving the grounds of the World's Fair in New York City three years from now if RCA has its way.

Board Chairman David Sarnoff announced recently: "Just as the 1939 New York World's Fair witnessed the debut of black-and-white television, officials of the 1964 World's Fair are already anticipating their own debut for world-wide television in color . . . by means of a satellite system."

How the system will work was explained to the FCC by AT&T:

● Within the year AT&T plans to launch its first, 175-pound, 4-foot-diameter sphere. It will orbit in a pole-to-pole path about 2,500 miles up and will contain equipment for

receiving and re-transmitting telephone and television broadcasts between Bell System's Holmdel, N. J., laboratories and Paris.

● This test satellite will be in a position to complete communication between the two ground stations four times each day, 35 minutes each time. AT&T feels this is time enough to demonstrate the feasibility of its projected world-wide TV-

telephone system which will link 26 cities via 50 satellites placed in random polar orbits.

● Cost of building ground stations and satellites for the total system would be close to \$170 million. Cost of launching each satellite would be at least \$1 million. AT&T is prepared to build and maintain satellites and ground stations. Launching would be contracted out to

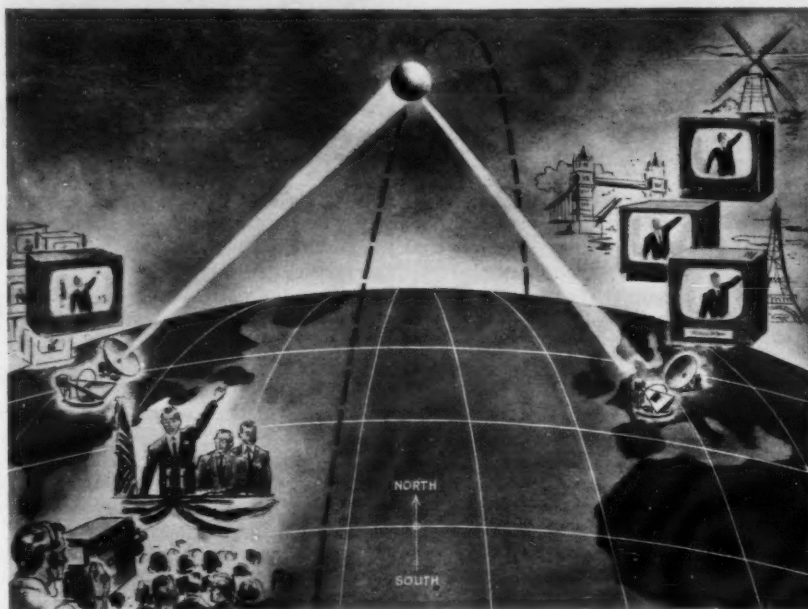
others, such as the U. S. National Aeronautics and Space Administration.

What AT&T needs to begin its test flight is the authority to use one of the launching bases and rockets under NASA's control. It is likely that AT&T will get what it wants because at present it is the only U. S. company which has a firm plan for managing such a system—a system which would bring prestige to the U. S. as well as provide a type of international communications which experts say must come soon.

Companies like RCA, G-E and AT&T have studies underway on the feasibility of such a system, but only AT&T is ready to act now.

What the TV industry needs to put world-wide transmission on a going and paying basis—no matter which system is adopted—is the allocation of commercial microwave bands by the FCC. And to clear up national and international confusion about "space bands" the FCC has requested help from U. S. scientists.

The Joint Technical Advisory Committee of IRE and EIA is presently working on this problem and will report to the FCC by March 1, 1961. JTAC's recommendations will then form the basis of U. S. opinion at international conferences scheduled for 1962 and 1963.



SATELLITE IN ORBIT shown in artist's sketch catches TV signal beamed from one continent, regenerates it, sends it down to other side of Atlantic.

What They Plan For National Electrical Week

From the biggest to the smallest, everybody's doing something to ballyhoo National Electrical Week, 1961, Feb. 5-11. It all starts next Sunday.

At the national level, leading manufacturers such as Amana, Motorola, Frigidaire and Admiral are giving it a big play on network television shows and in national magazines.

At the local level, utilities, contractors, distributors, leagues, electrical workers and service repair groups all are planning activities:

In Chicago, the Electric Association will give a special industry luncheon featuring an outstanding speaker and a proclamation from Mayor

Daly. Widespread publicity, including a 12-page supplement to the "Chicago Tribune," will be given to all activities.

In New Orleans, a dinner meeting will incorporate the induction of 50-year members of the industry into the Pioneer Club. Publicity released during the week will emphasize the industry's contribution to the high standard of living.

In Bridgeport, Conn., a three-day electric fair, co-sponsored by the New Haven community council, will illustrate the city's program of rewiring to modern standards. Local appliance dealers, distributors and contractors also will participate.

In Cincinnati, more than 80,000 persons are expected to attend the Electric Living Exposition, advertised by an electric automobile which will tour the city. A special feature will be the selection of a "Man in the Moon" to live in a plastic moon suspended above the exposition.

In New York, as in years past, Times Square's name will be changed to Electrical Square and Mayor Wagner will officially proclaim Electrical Week. Con Edison will make use of its Times Square billboard and TV program to promote the week. Electrical contractors will display prominent signs on their trucks and the Joint Industry

Board will sponsor radio spots.

In Little Rock, the accent is on youth. Free pamphlets, entitled "Electricity in Your Home," will be distributed to the schools and adventures in science programs will be scheduled. Awards will be made on "Science Youth Day" to students participating in science fairs.

Although 1960 didn't quite come up to the expectation and hopes expressed during National Electrical Week last year, there's much promise for the future. Forecasters still are optimistic about increased dependence on electrical equipment and expect a sharp upturn in power usage and new product appliance sales during the next decade.

Builder Market: How Big Is It?

CONTINUED FROM PAGE 1
EXPERTS . . .

Probably the most useful indications of how big the builder market is came from two magazines in the field: "House and Home" and "Practical Builder."

"House and Home" didn't have definite figures to offer, but one of its market researchers came up with an intriguing percentage: The magazine has found, over the years, that 80% of all built-in appliances that are made go into new homes.

"Practical Builder" staged a survey in the first quarter of 1959 that took

in the appliance activities of its "Marketing & Research Panel," 804 builders chosen because they are representative in size and distribution—of the national picture.

Results listed a breakdown—by new home selling price—of the appliances panel members included in that selling price. Here are the percentages of new homes that had each appliance category (first figure is for homes under \$12,000; second, for those \$12,000 to \$19,000; third, for those over \$20,000):

Built-in range and oven: 31%, 61%, 80%.
Disposer: 22%, 42%, 62%.
Automatic washer: 11%, 14%, 21%.
Dryer: 10%, 12%, 19%.
Combo washer-dryer: 7%, 8%, 12%.
Dishwasher: 9%, 25%, 59%.
Incinerator: 7%, 10%, 18%.

Refrigerator: 13%, 15%, 27%.

Apply those percentages against this year's one-family unit figure for housing starts and you find that builders enjoyed a sizable piece of appliance pie.

MANUFACTURERS . . .

Most anxious to know, but most reluctant to give figures, were the appliance makers themselves.

G-E was an exception. Edward J. Riley, home bureau manager, was refreshingly candid about sizing up the builder situation: "I would guesstimate," he mused, "that \$250 to \$300 worth of appliances (builder cost) is sold annually by builders."

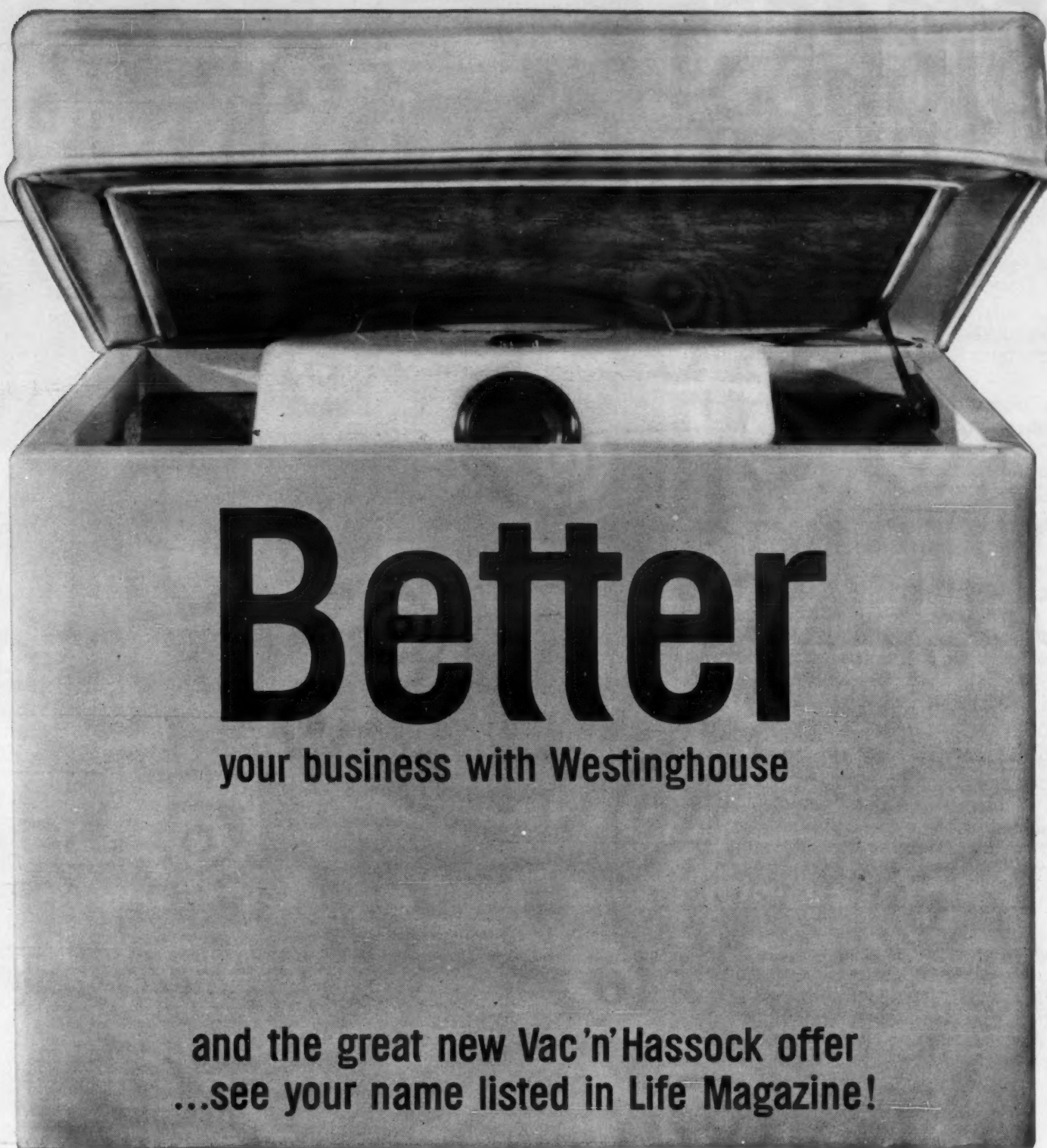
How much of that business passes through an appliance dealer's hands? No estimate. But Riley said, "Builders are fair game for our

dealers at any time, if the dealers want to go out and work on them—at narrow profit margins."

What about special builder prices? Riley admitted that price quotes on, for example, 50 mixed major appliances, would be higher to dealers than to builders.

Why? One reason is because of the value an appliance gets by being in a model home, sold as a package. The other reason? "It's a competitive industry," Riley shrugged. "It's been done this way for 12 years."

But Riley spoke for the other manufacturers as well as G-E when he pointed out that manufacturers had done much over the last three or four years to remove or lessen these inequities—and to push "builders" down to number seven on the NARDA gripe list.



LIFE

FREE! BUY A NEW WESTINGHOUSE SPEED CLEANER—GET \$19.95 STORAGE HASOCK FREE



Here's the advertisement that will appear in LIFE, March 17.
Hurry! Get your store listed today!

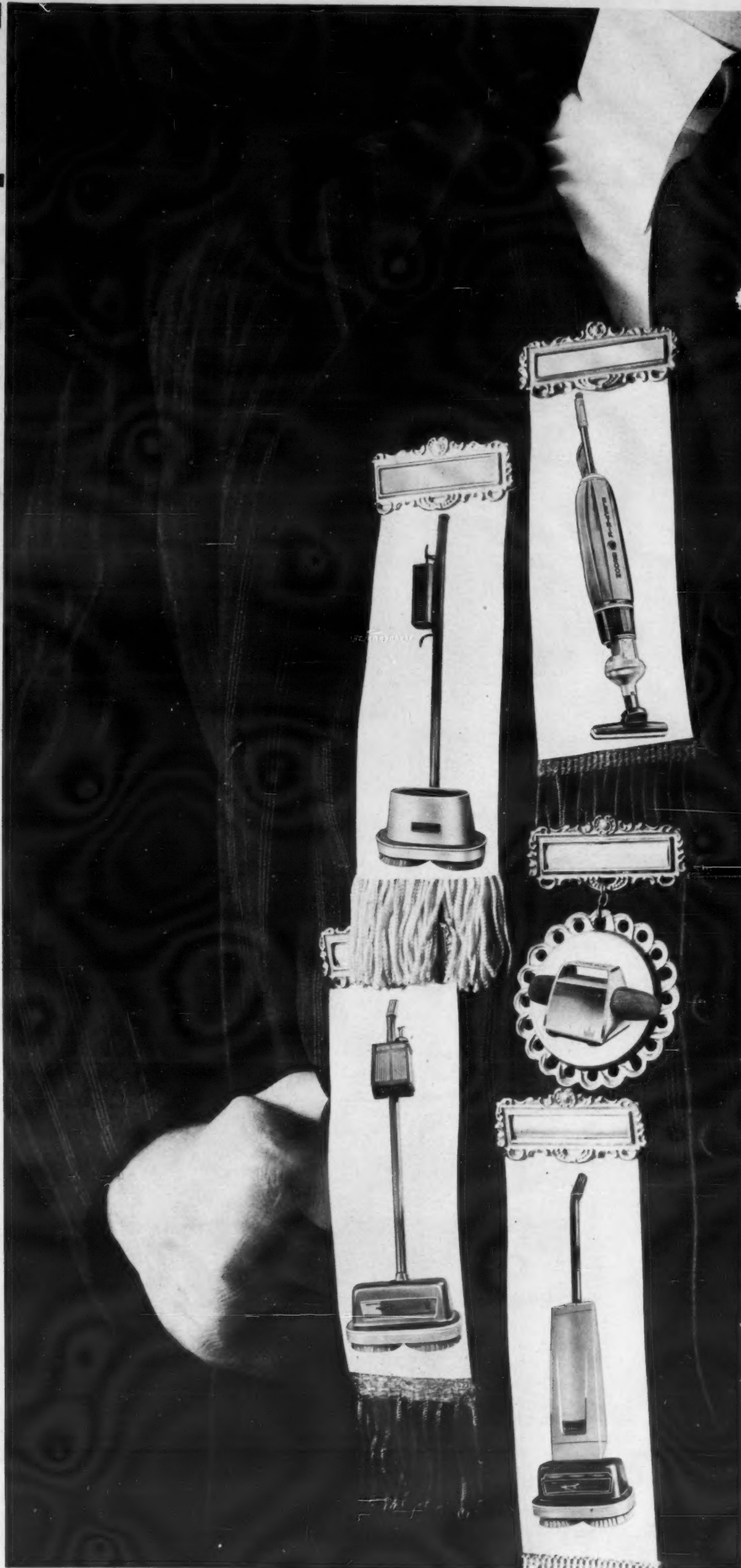
Deadline—February 10; get your store on the list today! Call your Westinghouse Vacuum Cleaner-Floor Polisher distributor now about this latest event to help you BETTER YOUR BUSINESS. You can be sure ... if it's Westinghouse!

By itself, the Westinghouse Speed Cleaner is a terrific buy. It's lower, lighter, faster . . . guaranteed for 5 full years of carefree household cleaning. Add a great giveaway premium like this beautiful storage hassock (\$19.95 value, and worth every penny!), and you've got a combination to attract every housewife . . . and husband . . . in town to your store. What's more, if you choose, you can offer the hassock free with the Westinghouse Spinjet Cleaner and really step up your profits! Expect big crowds when this happy Westinghouse news gets around. And it will get around—we're telling 20 million LIFE readers about the "Vac 'N' Hassock" offer in a powerful advertising spread, complete with store names and locations.

Westinghouse



BIGGEST SHOW- OFFS AT CHICAGO!





REGINA FOR '61

NEW PRODUCTS!

NEW PROFIT POTENTIAL!

NEW PROMOTIONS!

REGINA POLISHER-SCRUBBERS

(A) **Model R-1**—New low price! Regina quality! Your high volume traffic builder of the year! Complete with accessories.

(B) **Model R-2** — Greatest polisher value! Exclusive balanced pressure. Deluxe automatic dispenser. All-metal construction. All accessories.

(C) **Model R-4** — No. 1 step-up polisher. All-metal construction. Automatic built-in dispenser. Most advanced polisher ever designed. Exclusive balanced pressure. All accessories. Also Top-end Model R-6 in chrome, the ultimate in polishers!

REGINA ELECTRIKBROOM

(D) (E) (F) World's easiest-to-use vacuum. On the **hot-sheet** of department stores across the country! Weighs only 6¾ lbs., cleans carpets, stairs, hard-surface floors, **everything!** Convenient dirt cup empties like an ashtray! Model 600, 14,000 RPM; Model 750, 16,000 RPM; Model 900, 17,000 RPM.

REGINA ELECTRIKMOP

(G) **Model EM-1** — Great new selling partner for the Elektrikbroom! Scrubs and vacuum dries floors automatically. Priced for sizzling profit! Every unit packed with a sample of Regina FLOOR CLEANER CONCENTRATE, Regina's great new molecular action cleaner.

NEW! FOR A BOOMING MARKET!

REGINA ELECTRIK-SHOEBOY!

(H) Here's your best opportunity to cash in on the swing to automatic shoe shining — Regina Elektrik-Shoeboy! It's styled, priced, and nationally promoted for high volume, bonus profits...and it carries the nationally known Regina name. Professional shines every time with no fuss, no effort. It's ideal for the home and great for executive gift giving. The custom model ES-2 features the natural bristle brush, in addition to a regular polishing bonnet—exclusive with Regina. Model ES-1 Deluxe: Model ES-2 Custom.

STOCK THE LINE

THAT STOLE THE SHOW!

They came . . . they saw . . . they were sold on Regina! Sold on new products, each one designed for a specific market! Sold on new styling and functional designs to capture the consumer's eye! Sold on new power-packed promotions to fit fast moving sales plans! Call your Regina distributor today and let him show you how you can profit from the Regina "Wonderama" for '61.

REGINA

THE REGINA CORPORATION, RAHWAY, NEW JERSEY

Fresh from **MOTOROLA**...

The TV leadership it takes to give you *deluxe* 23" TV

(23" overall diag. meas., 20 1/2" sq. in. picture viewing area)

FOR ONLY \$**199**^{95*}

MODEL 23T4

...plus reliability backed by a full year guarantee**

Deluxe!

Exclusive Motorola
Tube Sentry System

ends warm-up power surge,
a main cause of
premature tube failure.

Deluxe!

New Hand-wired
Chassis

runs cool, has 3 I.F. stages of
amplification (not just 2)
for sharp, stable pictures.

Deluxe!

Power
transformer

has special fins for extra cooling,
added heat dispersal. (Less than
1 failure per 10,000!)

Deluxe!

23,000 volts of
picture power

plus 200 volts of video
drive for increased picture
brilliance, clarity.

Plus! New merchandising
power with 5 deluxe, custom-
designed CABINETTES

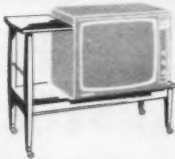
Warm up to winter sales! Models
23T4 and 23T5 become elegant
Consolettes when housed in any
one of five new deluxe decora-
tor-styled Cabinettes. Combina-
tion gives you TV power and re-
liability *plus* beauty to sell from
\$229.95* up!



Modern Swivel Style in Mahogany,
Walnut, Blond, Biscayne Walnut
grained finish on hardwood veneers.



Early American Low-Boy "Cabi-
nette" available in Cherrywood
grained finish on hardwood veneers.



Decorator Low-Boy "Cabinette" on
casters. Triple-level styling. Walnut
grained finish on hardwood veneers.



Early American Swivel Style is
beautiful in Cherrywood grained
finish on hardwood veneers.



Contemporary Low-Boy "Cabi-
nette" in Walnut and Mahogany
grained finishes on hardwood veneers.



TV's greatest Power Plant—the brilliant
new Golden M® Chassis! New square
corner 23" picture tube shows the full pic-
ture—fills in the edges. Double Clipper
circuitry keeps picture locked in. Cabinet

in beautiful Brown on hardboard.

Also available: Model 23T5—in wood-
grained finishes of Mahogany, Walnut,
Biscayne Walnut, Blond or Cherrywood on
hardboard. Slightly higher.



MOTOROLA

new leader in the lively art of electronics

*Manufacturer's Suggested Zone 1 Retail price. Prices and speci-
fications subject to change without notice.

**Manufacturer's one year guarantee covers free
exchange of any new component or repair of any
tube or part proven defective in normal use. Ar-
ranged by selling dealer. Labor extra.

YOUR personal BUSINESS

If you're looking for someone to work for you in the South, pick a Southerner. He'll have more capacity to work in a hot climate—or so says a study reported by the American Medical Assn. Comparing nine healthy young men—four from New England and five from southern Florida—the researchers found that the strain of operating in 79-degree heat was 40% greater for the Northerners; in 84-degree heat 70% greater.

▲ ▲ ▲

Wondering how much it would cost to send your child to a private school? Here are some tuition spreads turned up by a National Council of Independent Schools survey of 400 private prep schools.

Figures shown are for grade 12. Other grades generally are lower. Boarding school fees include room and board.

(Abbreviations are used as follows: GD, girls' day; GB, girls' boarding; BD, boys' day; BB, boys' boarding.)

New England: GD, \$725-\$1,100; GB, \$2,000-\$3,000; BD, \$500-\$1,150; BB, \$1,400-\$2,500.

Middle Atlantic: GD, \$600-\$1,150; GB, \$1,700-\$2,800; BD, \$570-\$1,250; BB, \$1,675-\$2,500.

South: GD, \$475-\$900; GB, \$1,600-\$2,700; BD, \$550-\$600; BB, \$1,400-\$2,200.

Middle and Far West: GD, \$310-\$950; GB, \$1,800-\$2,500; BD, \$745-\$1,000; BB, \$1,250-\$2,400.

All regions: Military schools, \$1,100-\$2,350; Roman Catholic day schools, \$130-\$800; Roman Catholic boarding schools, \$735-\$2,200.

▲ ▲ ▲

Are you paying taxes on taxes? Plenty of retailers are—and it can cost you from \$20 to \$200 a year.

How could you be doing such a thing? Easy: Many cash registers have only one total. You ring up tax sales with your tax key—but the amount goes into the grand total. To separate things out at the end of a day, many retailers simply multiply the total times the percentage of sales tax.

For instance, a day's sales of \$414 times a sales tax of 3% would give you a tax of \$14.49, using the method above. But your tax should be only \$14.00. Multiplying this type of error out for a whole year, you would find that you were paying as much as \$115 too much sales tax.

There's a solution, though. The cash register division of the Victor Adding Machine Co. suggests that instead of multiplying your total sales by the 3% figure, use 3.382%.

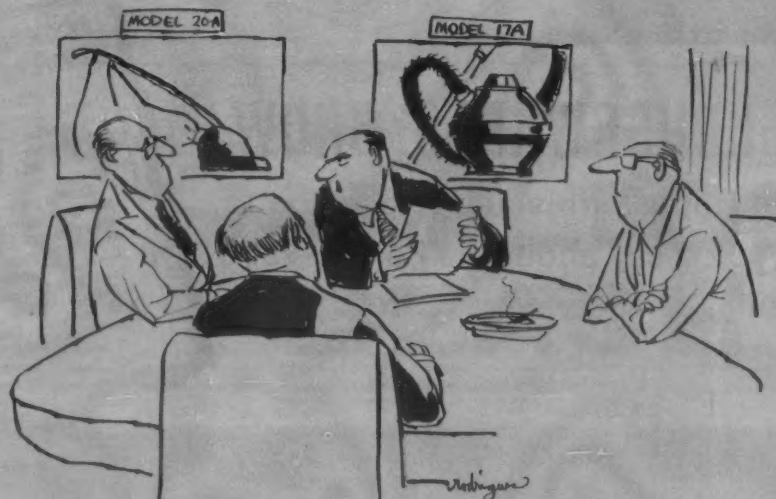
Victor's formula figures for other standard sales taxes run like this: For 2%, use 1.96%; for 2½%, use 2.439%; for 3%, use 2.912%; for 3½%, use 3.382%; and for 4%, use 3.846%.

▲ ▲ ▲

Looking ahead to the fast-approaching fishing season, here's a new twist for either the serious or sometime angler:

Magnetic storage box gives him a place to store hooks, flies, pins, needles and small tools without fear of dumping them out of their compartments if the box turns over. Why? Magnetic liners in both the floor and lid keep small metal items in place. Prices: From \$3 to \$5, depending on the size.

For manufacturer's name write Your Personal Business, EM Week, 330 W. 42nd St., N.Y. 36, N.Y.



"Just for the record, Whippley, a new broom does NOT sweep clean."

BROCKWELL SAYS



Repairmen Should Stay In School To The End

If your serviceman is apathetic to periodic service conferences, it will surely pay you to take whatever steps you consider appropriate to remedy this situation. In my opinion, an appliance serviceman is free to "quit school" at only one time in his life, and that is upon retirement.

I fail to see how the manufacturers and distributors who provide this supplementary training can do more to make these sessions more inviting. The programs are expertly planned and executed. The atmosphere is comfortably informal.

In addition to the luncheon that is served at the all-day sessions, there are midmorning and midafternoon breaks at which time light refreshment is available. Some manufacturers and distributors even provide coffee and breakfast pastries for those who want them on arrival in the morning.

Recently, I attended two service conferences, about a month apart. Several repairmen left early from both sessions and both started late because only a few of the servicemen expected to attend arrived on time. Only two or three of the same servicemen attended both meetings. During lunch at the second of these two meetings, one serviceman told me that this was the first service conference he'd attended in two years.

Such a lackadaisical attitude of some dealer repairmen toward supplementary training could account for some of their errors in diagnosing appliance ailments. The regional service managers of two different appliance manufacturers tell me they are still receiving too many in-warranty appliance parts declared defective by dealer repairmen which are not defective. These unwarranted returns are not limited to low- or moderate-cost items either. One manufacturer's records show that a great many in-warranty dishwasher motors which are sound in every respect are being returned as defective by dealer servicemen simply because the servicemen who handled them either did not take time enough to run a direct test on the motors or did not know how.

A dealer serviceman who has had effective basic training and who gets adequate practice in repairing his employer's principal line should be able to service that line as skillfully as a repairman employed by the manufacturer's service branch. There's no magic in a manufacturer's training program for his own service personnel that will make technical supermen out of them. But there is one difference between central service and dealer repairmen with respect to their enrollment for supplementary training: Understandably, a manufacturer's branch or other central-service agency can only invite dealer servicemen to attend the periodic service conferences held for them; central-service repairmen are required to attend their service conferences.

So, if the workmanship of an experienced dealer repairman does not compare favorably with that of central-service repairmen, the reason should be quite clear: He is missing all or part of the service sessions being offered him.

What would I do if I had a service-school "truant" on my payroll?

I'd tell him to reform or retire.

ABOUT THE AUTHOR—P. T. Brockwell's name is a familiar one to the readers of EM Week. His articles on effective service management have earned him a wide following among appliance dealers and his two series of articles on repairing both major and small appliances have been reprinted by the McGraw-Hill Book Co.



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with the new

Port-A-Vac

VACUUM CLEANER

...It's a handy upright!

...It's a lightweight portable!



Here's what's new,
what's different in the Port-A-Vac

- it's convertible! • as an upright, quick-cleans carpets and bare floors! • Roller floor-nozzle with floating brush! • as a portable, perfect for draperies, furniture, auto interiors! • disposable dust bags! • weighs just 6 lbs.! • 3 optional attachments—dusting, crevice, and upholstery nozzle! • hangs up easily in closet!

Model 46 **\$29⁹⁵***

Model 45
\$32⁹⁵*

with attachments

*recommended retail prices



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Front page story January 18th edition
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CANISTER CLEANER MODEL 36

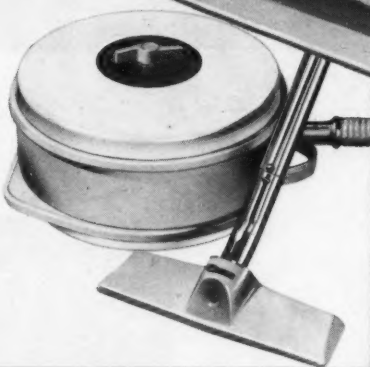


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Shown here Model CA 720 VWD with handsome Danish Modern Styling.

Another television star is born!

Another first from General Electric—gracious, custom designed coordinates for a 23" table model! See these dramatic lowboys today; promote them to your customers tomorrow . . . it's value for them; profit for you!


Here's gracefully styled living-room furniture. For traditional homes, a mahogany grained finish on hardboard with furniture hardwood solids; for Danish modern, genuine walnut veneers and furniture hardwood solids.

Get in touch with your General Electric sales counselor. He'll tell you the money-making news about these exciting new coordinates. They are available to you *now* in a special package promotion that's packed with profit. It's a once-in-a-lifetime deal that means extra sales for you!

Sets illustrated are Model M 720 VMD and Model M 720 VWD. 23" overall diagonal tube. 282-sq. in. picture.



For traditional homes this custom coordinate, Model CA 720 VMD.

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ELECTRICAL

MERCHANDISING WEEK 1960

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British TV affected by credit squeeze.....	July	25	8
Can you sell credit?.....	Feb.	29	31
Consumer products share of credit dollars is up.....	Nov.	14	2
Douglas bill may mean your price tags may have to tell more.....	Apr.	4	1
Dun & Bradstreet's statements—here's an easy way to keep your credit rating up-to-date.....	Jan.	4	12
Great Britain—credit and installment buying hit all-time peak.....	Apr.	18	4
How to locate skips.....	Apr.	11	11
Installment buying up in Soviet Union.....	May	2	3
Installment paper reserves—dealers earn some tax relief.....	Aug.	29	1
Is crazy credit Russian roulette?—a distributor salesman says.....	Sept.	12	18
Korvette adds charge plan to New York State stores.....	Apr.	11	3
New credit plans pose new problems for bankers, too.....	Mar.	28	1
Retail credit sells mowers.....	Oct.	31	7

Cuba

Castro's government wrecks appliance exports.....	Aug.	29	1
Government attacks appliance company in Havana for overpricing.....	Feb.	29	4

Czechoslovakia

Every sixth family has TV set.....	Apr.	25	4
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Five-year plan calls for stepped-up production of refrigerators, TV sets

Feb. 22 4

Why do people buy from you? — "Look's" appliance survey

Feb. 29 27

Decision Maker

Abrams, Ben Aug. 8 8
 Andra, Frank A. D. Oct. 3 3
 Matsushita, Kenosuke Dec. 5 3
 Shaw, Robert L. Nov. 21 8
 Stollmuck, Richard Sept. 26 3

Dehumidifiers

Cooling special report — Dehumidifiers by the carload Feb. 15 30
 Graybar introduces "dehumidifiers" for crackers July 25 8
 Whither dehumidifiers? July 4 7

Demonstrations

A&S using television and stereophonic sets to introduce matching furniture-styled cabinets Mar. 14 7
 GE will hire extra demonstrators Mar. 14 8
 Gibson demonstrates freeze-flo principle Feb. 29 10
 Pedrini's — How to make money on electronic organs Aug. 8 14
 Stereo demonstrator needs no booth Jan. 11 56

Department Stores

Adams, Meldrum and Anderson Housewares Carnival Sept. 5 7
 Adams, Meldrum and Anderson — newspaper advertising to promote single department — 10th annual housewares show Sept. 19 8
 Goldblatt's revives old private Vision Master TV label Dec. 5 2
 Government Employees Exchange, Inc. to be opened in Atlanta Jan. 11 2
 Have department stores really made a comeback in appliances? June 20 27
 How to go broke in retailing... and 12 ways to avoid it. Hubschman — disclaimer — 55 products for 100 dealers. Korvette odds charge in New York State stores Apr. 11 3
 Macy's weds Matsushita Nov. 14 4
 Masters nixes private brands Aug. 1 8
 Masters' opens second discount store in Florida May 30 4
 NADDS takes stand on questions of fair trade and unreasonable Sunday closing Mar. 21 4
 Sales up July 25 3
 Sears, Roebuck & Co. — sales of home furnishings and appliances did not measure up to expectations Sept. 12 12
 They're grabbing for your share of the appliance dollar Oct. 24 1
 Words takes aim at the appliance business Feb. 22 1,8

Design

Brooker, R. E. of Whirlpool defends "planned obsolescence" May 23 3
 Can manufacturers aid service by simplifying product design? — 11th National Appliance Service Assn. Oct. 24 3
 Dryer claims fly thick and fast May 30 3
 RCA sets up design centers for new concepts of design and technology as far ahead as 1970 Nov. 14 8
 Service problems must be faced while product is being designed, AIEE conference hears Sept. 5 4
 Direct Mail — NRMA protesting Post Office Dept. ruling that all four edges of self-mailers be sealed to get third-class mail rates

Discounts

Closed-door discount houses for government workers Aug. 15 3
 Dateline Europe: Laurence Wray Discounting comes to France June 27 19
 Discount houses are grabbing for your share of the appliance dollar Oct. 24 1
 Discount stores — Korvette, Masters' see under

Department Stores

Germany — ten radio and TV manufacturers submit proposal to form discount cartel Mar. 14 3
 Lubschman, H. — disclaimer — 55 products for 100 dealers May 30 1
 NADDS takes stand on questions of fair trade and unreasonable Sunday closing Mar. 21 4
 US to track discount impact Aug. 1 8
 Vornado's secret: how big discount keeps growing Dec. 12 8
 Werse Co. finds that shoppers prefer low prices to long guarantees Nov. 28 3

Dishwashers

A & B Home Appliances — A dishwasher a day Feb. 15 14
 Can Edison enlist 279 NY stores in special promotion Aug. 15 17
 Frigidaire shows '61 line, backs annual change Oct. 17 3
 German automated dishwasher May 16 2
 Hotpoint product must pass these rugged tests Oct. 17 52
 Hotpoint will give dealers dishwasher for display Apr. 18 3
 KitchenAid bows three dishwasher series Nov. 7 8

LILCO soft-sell' moves 2,493 dishwashers Aug. 15 29
 NEMA and EEI to cooperate in promotion Feb. 15 4
 No oldrums for dishwasher sales Aug. 1 8
 Rentals pushed in Chicago ad Feb. 8 6

Waste King calls for new name and new category for portable dishwashers Oct. 31 26
 Whirlpool distributors credit "Consumer Reports" for back-order position Jan. 11 60

Displays

Air conditioner displays — four good ideas Feb. 15 36
 All-American home displayed in London Apr. 18 4
 Atomic sign is crowd puller for 20th Century May 2 28
 Bank display sponsored by J. G. Boyd's Good House-keeping Shops for Frigidaire appliances Apr. 11 9
 Bahrain Trade Fair — Arabian Prince awards Kelvinator distributor July 11 13
 Battery showcase Oct. 17 43
 Clothes dryer venting kit display Nov. 7 40
 Cohn, Harry — displays of attention-getting kitchens designed to stimulate prospects Nov. 21 14
 Customers light up window display themselves Mar. 28 23
 GE's 1960 range with "Sensi-Temp" — part of Grand Central Terminal display May 9 4
 Hammacher Schlemmer's display features clocks since the beginning of timekeeping May 2 27
 Hotpoint plans display center Feb. 22 2
 Hotpoint salon may tip trend to non-selling showrooms Aug. 29 2
 Hotpoint will give dealers dishwasher for display Apr. 18 3
 Kitchens displayed at Chicago show Feb. 4 2
 New Orleans PS dryer display Mar. 28 23
 Pedrini's, Calif. — How to make money on electronic organs Aug. 8 14
 Photograph accessories display rack Nov. 7 40
 Point-of-purchase display for BVI can openers Nov. 7 40
 Purchase display card for Canoelectric can openers Jan. 11 56
 Radio display case Nov. 7 40
 Separate showroom for each brand in Downing Appliances' unique basement TV display June 13 34
 Swanson Mfg. Co.'s mobile displays Nov. 21 6
 True Recordings promotes sales of tape recordings with oschon display Jan. 4 78
 Wall display included in Rider Books TV-Transistor Radio Manual Jan. 11 56
 Waste King Universal display for portable dishwasher Nov. 7 40
 Westclox rack Oct. 17 43
 Westinghouse and top decorators team up to produce rooms dealers can duplicate Aug. 29 8
 Westinghouse turntable display Oct. 17 43
 What's new in Christmas displays? Oct. 3 33

Disposers

Gas dark horse? Oct. 17 7
 Plumbing contractors will get larger share of home market for garbage disposers under In-Sink-Erator Mfg. Co. plan Nov. 28 4
 Waste King Universal disposer for Reds' first baseman, Eddie Kasko Aug. 1 2

Distribution

Abrams, Ben — he's going to distribute Granco, possibly take control Aug. 8 8
 Boston Conference on Distribution — They're grabbing for your share of the appliance dollar Oct. 24 1
 Janet Wolff discusses ways to lower buying resistance of women Oct. 31 27
 Decision maker: Frank A. D. Andrea seeks 500 dealers for national distribution program Oct. 3 3
 Depots will sell parts for Chrysler Airtemp Apr. 11 8
 Distributor salesman says
 "Appliance men aren't advertising wizards" Aug. 8 25
 "Is crazy credit Russian roulette?" Sept. 12 18
 "Lay in the aspirin for conventions" May 30 11
 Let's stop worshipping those doggone computers Oct. 10 39
 "Need a magic trick? All you have to do..." Apr. 18 12
 A new illness, "Packagitis", is spreading in the industry Nov. 14 11
 "Who needs pills if he has money?" Mar. 14 20
 Easy, Maytag make changes in Chicago distribution setup July 4 8
 Easy Washer reappraises distribution Aug. 22 3
 GE sets up national distribution department Sept. 19 2
 Hi-fi components — Bell Sound's two-step distribution program Dec. 12 3
 Lipsich of Dormeyer: "Wholesaling can be healthy again" May 16 10
 Litvak, Marshall, Miami, distributor — controlled distribution plan July 25 16

D

Dallas Trade Center — New trade mart buildings May 23 2
 Dallas Trade Mart — Optimism about future marks debut Feb. 22 4

Dealer Helps

Charity ads — what can dealers do about them? Feb. 29 26
 Dealer Sales Helps see under individual companies or type of help — that is displays, demonstrations, etc.
 A dealer salesman says see under Sales Helps
 Displays, display racks, display cases, etc. see under Displays

EEI cook book Oct. 17 43
 Electric heating information sources Oct. 17 43
 FTC considers movie for dealers explaining Robinson-Patman Act Oct. 3 72
 GE's training program for dealers — How a manufacturer tries to make retailing profitable Jan. 4 32
 Hotpoint's kitchen kit July 25 13
 How to be a success at the Music Show July 11 26
 Peekskill, N. Y. dealers study habits and attitudes of housewives about shopping in downtown area Aug. 8 26
 Personalized name stickers for repairmen Nov. 7 40
 Philco-Chicago goes wild with TV guarantees Oct. 24 2
 Pierce Phelps — fun in the Nassau sun combined with some lessons for dealers June 6 4
 Service contractor wants to provide your market's warranty service Mar. 7 18
 TV replacement knobs chart Oct. 17 43
 Vacation planning — 18 ideas July 11 20
 Whirlpool air conditioner dealers' panel answers questions at Las Vegas meeting Mar. 7 4
 Whirlpool makes sure dealers do their homework — twice-monthly bulletins from RCA Sept. 12 14
 Whirlpool program to "build strongest possible body of dealers" Jan. 11 13
 Workshop week went well at Westinghouse Mar. 14 58

Dealer Incentives

Admiral's coming dealer holiday is no vacation for factory folk May 30 2
 Airtemp's "Dart for a Dollar" program Feb. 15 8
 Fedders' Bahama holiday for dealers Sept. 19 3
 Gibson chooses Panama for '61 run Sept. 12 2
 Gibson sponsoring Hawaiian airlift and program to get its dealers in good buying mood Sept. 5 3
 Hoffman pushes trip to Paris in 1961 June 20 2
 Hynes Bros., TV and stereo distributor, pays dealers for displaying sets Mar. 7 44
 Marley Bros. "Pacemaker's Club" Mar. 21 39
 Re-Kut-Kut Co. sponsors "tropical holiday" Aug. 8 3
 '61 trip push starting Aug. 8 2

Dealer Relations

Air conditioner buy backs — now's the time for deals Aug. 22 1
 BEAM group has become a buying co-op Mar. 7 4
 Canada — Toronto supermarkets showing RCA Victor TV sets under another name — regular dealers object Nov. 7 3
 Captive service threatening dealer's profits Dec. 5 8
 Dateline Europe: Laurence Wray
 In Germany dealers have got it made Sept. 12 22
 Formation of new league brightens future of Southern California industry Sept. 26 6
 Magnovox sales to continue due to dealer pressure Oct. 24 2
 Michigan co-op launches a test Aug. 8 3
 Motorola team sells product features full-time Oct. 24 3
 NARDA School — dealers question price cuts, relations with manufacturers and distributors Aug. 22 1
 Pierce Phelps — fun in the Nassau sun combined with some lessons for dealers June 6 4
 Seacoast Appliance Distributors, host at Hialeah, for Florida dealers Mar. 7 41
 Sylvania dealers attend Yankee game as guests of Leader Electronic Supply July 11 3
 Trip-takers getting harder-pressed for time to mind the store Nov. 14 8
 Westinghouse dealers advise top brass Oct. 17 6
 Westinghouse's Diamond Jubilee franchise policy is "bold, beautiful" — and blunt Oct. 24 7

Michigan co-op launches a test.....	Aug.	8	3
MZA keeps 'hopping' at markets.....	Jan.	18	8
NAW film "The Devil to Pay" shows necessity of middlemen.....	Feb.	15	52
RCA distributor tries color TV consignment plan.....	Nov.	7	2
Red Devil floor polisher seeks broader outlets.....	Nov.	28	3
Sagging Sixty snags TV too.....	Nov.	14	1
Sunbeam's consignment program: how's it going after a year?.....	Apr.	18	2
Telephones of near future will change your business.....	Nov.	7	14
Words takes aim at appliance business.....	Feb.	22	1,8
Westinghouse's depot at Columbus, O. is streamlined..	Apr.	25	3

Dry Cleaners, Coin-op

Coin dry cleaner brings in crowds at Benton Harbor's Clean Queen Store.....	Oct.	17	45
Coin-ops — Do-it-yourself dry cleaning nears.....	Aug.	8	7
Coin-ops — Whirlpool will field test 50 dry cleaners.....	Sept.	12	2
Filter makes wet washer a dry cleaner.....	Nov.	28	8
Norge introduces long-awaited coin-operated dry cleaner.....	Oct.	10	2
Norge's new coin-op dry cleaner.....	Dec.	5	8
Norge "Laundry and Cleaning Villages".....	Dec.	12	3
Whirlpool aims at coin-op sales.....	May	2	3

Dryers

Coast dryer campaign counted on rainy season to boost sales.....	Jan.	4	83
Can Edison's promotion — a rainy day is great.....	Feb.	15	13
Dryer claims fly thick and fast.....	Oct.	24	3
Hamilton 19-unit '61 line — gas and electric dryers and matching washers.....	June	20	4
Maytag's Magic Touch gas dryer.....	Oct.	10	1,3
Maytag's revolutionary clothes dryer measures moisture.....	Oct.	3	3
Norge dryer used for raising bread.....	Aug.	15	4
Norge shows '61 line at Chicago markets.....	June	20	4
\$1 million in gas dryer sales — six-week target.....	Feb.	8	36
Philo International receives largest single commercial order of commercial dryers from England.....	Apr.	25	3
Trends in new laundry lines.....	Aug.	8	1
Whirlpool unveils new line.....	July	25	2
Washer-dryers see under Combo			

E

Economics

Appliance industry isn't too worried over this year's slump and next year's outlook — This is realism not recession.....	Sept.	19	1
Bank debt figures may be used as barometer of retail activity.....	Oct.	3	3
Business is off...but who's worried?.....	Feb.	8	1
Canadian appliance sales down.....	Nov.	28	4
Consumers ready to buy again.....	Feb.	8	3
Consumers will buy more appliances, TV, new homes, "Newsweek" survey shows.....	Dec.	12	2
Dealers head for 2 coast markets.....	Jan.	18	26
Department store sales up.....	July	25	3
EEI's 28th annual convention — A. S. King reaffirms predictions.....	June	13	4
EIA 1960 sales forecast.....	May	30	4
"Electrical World" forecasts rosy future for appliance dealers.....	Oct.	31	8
Great Britain — Britishers buying in hot-and-cold spurts.....	Apr.	4	6
Housing sag hits appliances.....	July	25	3
Industry sales declining, but Zenith tops 6 million.....	Dec.	26	2
Japanese boom: no end in sight.....	Nov.	14	2
Japanese industrialists watching U. S. — word: caution.....	Sept.	12	2
Large-scale dump now? The possibility is fading.....	July	4	2
Major appliances: how long do they last?.....	May	30	2
McGraw-Hill Dept. of Economics 13th annual survey — expenditures going up, up.....	May	9	4
NARDA cost of doing business survey — '59 profits, 2.24%.....	June	20	8
NHMA nationwide business survey points the way.....	June	20	10
NICB speakers give vote of confidence in the '60's.....	May	30	10
New white goods sales and their effect on used appliances.....	Oct.	3	7
9-month retail sales are off.....	Nov.	21	7
1961 predictions.....	Dec.	5	1
1960...boom year.....	Jan.	18	32

1960 outlook for appliance industry.....	Feb.	8	2
1961 outlook: upward — based on projected increase in housing starts, appliance sales should take upward turn.....	Nov.	21	2
'61 sales increases predicted.....	Dec.	26	2
October shipments far below 1959 mark.....	Dec.	12	4
Russia and Japan sign three-year trade pact.....	Mar.	14	3
Sagging Sixty snags TV too.....	Nov.	14	1
Sales — June figures down.....	Aug.	22	16
Steel center dealers still smart from strike effects on customers.....	Jan.	25	28
Univ. of Michigan study shows people think it's a good time to buy appliances.....	Apr.	4	2
University of Michigan Survey Research Center survey — customers see new recession.....	July	11	8
Utilities report much dullness.....	July	18	35
White goods dilemma — everybody's loaded; nobody's dumping.....	June	27	1
White goods — downturns haunt six-month tally.....	Aug.	22	8
Will 1960 be bad year? Arnold Bernhard & Co. survey says 'no'.....	Mar.	14	18
Zenith's J. S. Wright: a look ahead through Zenith's glasses.....	Mar.	14	3

Edison Electric Institute

Booklet "Know your electric range".....	Apr.	4	38
Dealer sales helps — "New Cook's Cook Book".....	Oct.	17	43
Drops TV spots in favor of more magazine ads for 1960 LBE campaign.....	Feb.	1	28
LBE kitchen promotion begins.....	Mar.	7	44
LBE will hit directly at gas.....	July	11	8
MacDonald sounds ominous warning to LBE at annual convention.....	June	20	16
Sales conference — new attitudes sprout.....	Apr.	11	8
Sales meeting in Chicago begins.....	Apr.	4	3
To cooperate with NEMA in dishwasher promotion.....	Feb.	15	4
28th annual convention — A. S. King reaffirms predictions.....	June	13	4
Egypt — Cairo television receiver plant — RCA and Egyptian Five-Year Industry Plan Authority sign contract.....	Mar.	14	3

Electro City, U. S. A.

Half space gone for N. Y. show.....	Apr.	18	3
New York Show — dearth of big names at exhibit.....	Sept.	19	3
Show will give floor trysts.....	Aug.	8	3
"Electroarama" — Reading electric show in a "garage" pulls 35,000.....	Nov.	14	24
Electric Assn. of Reading — Electric show in a "garage" pulls 35,000.....	Nov.	14	24
Electric League of Los Angeles — Replaced by Electric League of California.....	Sept.	26	6
Electric League of California — Formation of new league brightens future of Southern California industry.....	Sept.	26	6
Electrical League of Cleveland — Trotter, G. S., outgoing president, gets fitting gift.....	Apr.	11	54

EM WEEK

Editorial and business promotions — J. J. Cassidy associate managing editor; Dale Bauer advertising sales manager.....	July	4	8
EM WEEK ad mats.....	Apr.	11	32
	May	30	12
	July	11	2
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	Dec.	26	8
	Dec.	12	2
	May	2	3
	Dec.	12	4
"Electrical World" forecasts rosy future for appliance dealers.....	Oct.	31	8
Electrikbrooms — sales up.....	May	16	10

Electronics

Canadian electronics industry faces threats.....	Mar.	14	62
Curtis Mathes, Inc. — aggressive team snarcs high-end electronic sales.....	Oct.	10	10
Electronic cooking: revolution postponed.....	May	30	2
GE's Compactor tube.....	July	4	8
Great Britain's electronic component industry expanding.....	May	16	2
Great Britain's exports in U. S.	Sept.	5	4
Impact of electronics on consumer market has just begun.....	Nov.	7	1

Infophone — talk without wires.....	Dec.	5	24
Japanese five year plan for electronics production.....	Oct.	31	3
Japanese Five Year Production Plan for Electronic Industries revised.....	Nov.	7	6
Look what's happened to the tube.....	Sept.	12	20
Maytag's Magic Touch gas dryer.....	Oct.	10	1,3
Roto-Broil's revolutionary new electronic broiler.....	Sept.	12	2
Manufacturers skeptical.....	Sept.	19	8
"Solid state" timer from Mallory to solve problem of washing machine controls.....	June	27	8
3-D closed circuit TV for industrial uses.....	Aug.	1	4
Tubes — Sylvania line reflection-free throughout.....	Sept.	12	3

Electronics Industries Assn

Annual fall radio meeting — And after TV? From blue skies a rosy future.....	Nov.	7	1
Glimpse of the future — technical papers.....	Nov.	7	2
Begins work on TV ad code.....	Sept.	26	2
Coming up: an industry definition.....	Mar.	14	57
Home electronics public relations program launched.....	Oct.	3	3
Hotpoint's Westfall joins EIA: service booklet set.....	Oct.	17	2
Medal of Honor to president D. R. Hull.....	Mar.	28	8
Mother's Day campaign set for Lima, Peru and San Juan, Puerto Rico.....	Apr.	25	4
1960 sales forecast.....	May	30	4
Will promote music alone.....	Feb.	15	3
Winter meeting — 1961 predictions.....	Dec.	5	1
Electronic Parts Distributors Show — Set for May 16-18 in Chicago.....	May	9	6

Electrostatic

Air purifier first step in Granco diversification.....	May	16	6
Electrostatic precipitator from Emerson Radio — The lonator.....	Nov.	7	7
Full-range electrostatic speakers available.....	Oct.	3	71
Empire States Utilities Power Resources Association — N. Y. companies form association.....	Jan.	18	82
floor for GE.....	Mar.	14	8
Employees, Temporary — Extra demonstrators hit the floor for GE.....	Mar.	14	8

Europe

Dateline Europe Laurence Wray.....	Aug.	29	12
The automatic washer comes to Germany.....	May	30	10
British dealer is happy with his share.....	May	23	12
British dealers plight — a competitive squeeze.....	May	16	1
British enjoy a boom American style.....	June	6	13
British worry about their exports.....	June	27	19
Discounting comes to France.....	July	11	14
France gets into the Trade Act — Manufacturers push exports.....	June	13	28
The French discover they like appliances.....	July	4	10
French government exercises strong controls on appliance industry.....	Aug.	15	20
German dreams finally realized — the second television channel.....	Aug.	22	14
German white goods don't meet demands.....	Sept.	12	22
In Germany, dealers have got it made.....	Aug.	1	6
In Germany: strong cartel controls the prices of radio and television.....	July	25	19
Italy: a boom is on despite lack of money.....	Sept.	5	17
Italy: industry fights a lack of capital.....	Aug.	1	6
Nobody asked me, but.....	July	25	19
A picture report.....	Sept.	5	17

Exhibitions

AGA Atlantic City convention and exhibit.....	Oct.	10	1
AIL's Chicago show featured coin-op machines, including a dry cleaning unit.....	Mar.	7	3
Atlanta Merchandise Mart's fall show Sept. 26-28.....	Aug.	8	4
Atlantic City — Chicago will never be like this.....	July	18	1
Atlantic City Convention Hall gets a face-lifting.....	Mar.	28	7
Chicago gets three shows — National Premium Buyers Exposition, National Toy Show and National Super Market Non-Food Exhibit.....	Apr.	11	3
Chicago International Trade Fair — foreign interest lags.....	May	9	8
Chicago's International Trade Fair.....	June	20	1
Chicago's International Trade Fair has color but few new products.....	June	27	3
Chicago names new exposition center McCormick Place.....	Aug.	15	3
Chicago Show — where to find exhibitors at the Merchandise Mart.....	Jan.	4	10
Dallas Mart debut — optimism about future marks debut.....	Feb.	22	4
Electro City — dearth of big names at exhibit.....	Sept.	19	3

Electro City: do it yourself show at New York's Coliseum.....	Sept. 26	8
*Electro City, U. S. A. — First Electrical Living Show will give floor tryouts.....	Aug. 8	3
Electro City, U. S. A. — half space gone for N. Y. show	Apr. 18	3
Electramma — electric show in Reading "garage" pulls 35,000.....	Nov. 14	24
Electronic Parts Distributors Show set for May 16-18, Chicago.....	May 9	6
First National House Heating Exposition — electric home heating men warm to idea of conclave.....	Jan. 18	2
G-E displays at Grand Central Station.....	Nov. 14	7
GM's Motarama — N. Y. show features kitchen.....	Nov. 21	12
German Industries Fair — stereo to be big crowd puller.....	Apr. 18	4
Hi-Fi Show — perfect weather and gimmicks bring in crowds.....	Oct. 3	70
Hobart Mfg. kitchen exhibit at Chicago Museum of Science & Industry.....	June 6	8
Housewares Show		
Optimism to rule show.....	Jan. 11	1
Buyers pour into Chicago for show.....	Jan. 11	2
Housewares Show at Navy Pier.....	Jan. 18	3
Housewares Show — where to find exhibitors at Navy Pier.....	Jan. 11	6
Housewares Show.....	July 11	1
Housewares Show — How to be a success at the Housewares Show.....	July 11	56
How you can survive successfully.....	July 11	60
Housewares Show — list of exhibitors.....	July 11	60
Independent Housewares Exhibit at Morrison Hotel.....	Jan. 11	6
Independent Housewares Exhibit features Japanese imports.....	Jan. 18	3
Industrial Trade Fair — Japan shows electronic wonders.....	May 2	4
International Trade Fair, Milan — Westinghouse, Admiral and Sylvania will exhibit.....	Mar. 21	8
International Trade Fair at Poland — Whirlpool's future kitchen.....	Sept. 5	2
Japan's annual industrial fair.....	Apr. 18	4
Japan's Electronics Parts Show features number of new things in consumer products industry.....	Apr. 4	6
Lamb Industries exhibit — White's water softener.....	Feb. 29	2
London Audio Fair — Ampex International will show its wares.....	Mar. 14	54
Mexico City show 'Feria Del Hogar'.....	Oct. 17	14
Miller, Howard Clock Co. exhibits clocks for trade.....	Aug. 8	7
Music Show.....	July 11	1
Music Show — How to be a success at the Music Show.....	July 11	26
Music Show — How you can survive successfully.....	July 11	28
Music Show — list of exhibitors.....	July 11	28
NAED 52nd annual convention to use carryover theme "Let's Make Some Money".....	Feb. 22	2
NAHB convention show in Chicago — show buzzed with latest built-in.....	Jan. 25	2
National Electric House Heating Exposition and Symposium.....	Mar. 28	3
National Electric House Heating Exposition — exhibitors requests roll in.....	Feb. 15	3
NHMA exhibitors to get another refund.....	Nov. 14	7
NRMA Sixth Annual Home Furnishings Conference picks "the home as the nation's new status symbol" as theme.....	Mar. 28	7
New York High Fidelity Show opens Sept. 6.....	Apr. 11	10
New York Housewares Club will sponsor a local show for area dealers.....	Aug. 29	7
New York Toy Fair.....	Mar. 14	2
1961 Housewares Show: in Chicago — but where?.....	Jan. 18	4
Osaka International Trade Fair — Ampex International will show its wares.....	Mar. 14	54
Premium Show in New York — GE is first-time exhibitor.....	Sept. 26	2
San Francisco Gift, Housewares and Toy Show — spotlight: barbecues and can openers.....	Feb. 15	2
San Francisco Housewares Show swarming with 5,000 buyers.....	Feb. 8	2
See what they're doing with gas — AGA's convention exhibit.....	Oct. 24	6
Spring Fair of Modern Home Ideas of the Bureau of Home Appliances of San Diego County.....	May 2	4
Two Housewares Shows but no battle in 1961.....	July 25	6
U. S. World Trade Fair at N. Y. Coliseum Japanese look stronger than ever...and white goods from Europe.....	May 9	1
U. S. World Trade Fair — N. Y. Coliseum — What they saw at the N. Y. Fair.....	May 9	8
Webb's City, Fla., "Indoor-Outdoor Exposition".....	May 30	22
Will there always be two housewares shows?.....	Jan. 18	4
World's Fair — march to fair is led by gas.....	Aug. 29	3

World's Fair of Agriculture — farm belt sees 'atomic' home.....	Oct. 3	71
Exports		
American-style gas appliances — but made in Japan.....	Dec. 5	3
British worry about their exports — Dateline Europe — L. Wray.....	June 6	13
Castro's government wrecks appliance exports.....	Aug. 29	1
East German government has reorganized its export setup.....	Feb. 29	4
Foreign market — ten-year records of exports of American products abroad.....	Jan. 4	72D
France gets into the Trade Act — manufacturers push exports — Dateline Europe: Laurence Wray.....	July 11	14
German manufacturer Metz Apparatefabrik expects increase in sales following higher export orders.....	Oct. 10	32
Germany's Electrolux exports increase.....	May 30	7
Great Britain electronic exports to U. S.	Sept. 5	4
Great Britain's exports hit all-time high.....	Feb. 15	2
Hungary's brown goods exports.....	Aug. 15	3
Japan lowers export floor price on transistor radios.....	Apr. 4	6
Japan resumes licensing of toy radios as non-quota items.....	Sept. 26	4
Japan shifts push to tape, TV.....	Nov. 21	3
Japan — stereo looms as next push on U. S. market.....	Oct. 31	1
Japan to reopen transistor radio exports.....	May 30	7
Japan will add toy transistor radios to export quota.....	Aug. 8	2
Japan's five year plan shows invasion of U. S. market isn't over yet.....	Oct. 31	3
Japanese quota working? Radio exports 'lead '59.....	Aug. 1	2
Japanese withhold approval of transistor radio exports.....	May 16	7
Magnavox takes control of Collored, Ltd.	Jan. 25	2
Magnus sells 2,000 electric organs in Mexico.....	Feb. 1	3
Motorola expands overseas setup to handle exports.....	Feb. 15	2
National Foreign Trade Convention — expand trade abroad, or else government officials tell U. S. businessmen.....	Apr. 25	8
Philco radios for the U. S. but made in Great Britain.....	Nov. 21	3
Trade problem posed by appliance industry.....	Dec. 5	3
US manufactured TV sets hit the Lebanon and Iraq market.....	May 9	8
U. S. radio exports down.....	Mar. 21	8
Washington thinks exports will have tough sledding.....	Sept. 19	2
Westinghouse eyes Middle East.....	Dec. 5	3
Westinghouse urges Middle East distributors "to grow".....	Mar. 7	6

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Fabric care markings suggested by NRMA.....	Nov. 7	16
Fair Trade Laws		
Does fair trade have a prayer after the Parke, Davis affair?.....	Mar. 21	4
Minnesota's fair trade law bows to high state court's decision.....	Apr. 18	3
No Fair Trade Law this year.....	May 2	4
Supreme Court clobbers "Fair Trade" again.....	Mar. 7	3
2 cases test Fair Trade — Virginia decision; Baltimore suit.....	Dec. 5	2
Fees		
Cooling special report — When it's hot so are fans.....	Feb. 15	18
Cory pushing fans from "quality" angle.....	Apr. 25	7
Hot days will start sales rolling.....	July 25	6
"Farm Journal"		
Automatic washer sales study.....	Feb. 8	6
Hahn, Harry, EMW sales manager, joins "Farm Journal".....	Dec. 26	8
Farm Merchandising		
'Atomic' home viewed by farmers at fair.....	Oct. 3	71
Automatic washer — Farm Journal study shows what slows sales.....	Feb. 8	6
Kansas utilities and co-ops turn their sights on service.....	May 30	4
Midwest farmers say they're set to buy.....	Feb. 22	26
REA reports more electricity used on farms last year.....	Feb. 1	28
Rural electric co-ops push Medalion Home promotions.....	Oct. 17	15
TVA's G. D. Wessener sees more power in TVA's future.....	June 13	36

Farr, Mart says		
'Central service worries me'.....	Feb. 22	9
The electric utilities must carry the ball! — or lose to gas.....	Dec. 5	12
'The fall season shows a promise'.....	Sept. 5	12
'I go to market to make money'.....	Jan. 11	15
'It takes planning to stay in business'.....	May 9	13
'Kitchens? I'm still suspicious of them'.....	Mar. 28	10
This industry is "sick" but we may be recovering.....	Oct. 31	11
We're going to have to be more creative.....	June 13	10
"We should be getting more fun dollars".....	Aug. 1	19
FTC see under Government Regulation		
Finance		
Celler bill hits at captive financing of autos only.....	Nov. 21	8
Company earnings see under individual companies		
Du Mont Emerson announces new financing plan for dealers.....	Aug. 29	4
Federal Bankruptcy Act — Chapter XI: what it is, and how you can use it.....	Sept. 26	15
Landers, Frary & Clark — financier, F. W. Richmond, sells stock.....	July 18	20
Maytag hits two highs in first-quarter report.....	Jan. 9	30
Mergers change industry's financial structure.....	May 11	66
Motorola — first-quarter sales record.....	May 9	4
Motorola stockholders may get bonus as directors authorize split of shares.....	Feb. 22	4
Pentron gains stock listing.....	May 9	4
Sears Roebuck — has boycott hit company's profits? ...	Nov. 28	2
Steelman remains alive despite bankruptcy petition.....	Aug. 22	2
Television-Electronics Fund's second biggest holding is Zenith Radio.....	Dec. 26	4
Zenith reports record quarter.....	May 9	30
Fine Hardwoods Assn. — "Woodw" king; new sales sin?.....	Dec. 5	2
Floor Polishers		
Johnson's drops polishers but will work with everybody to promote electric floor care.....	Sept. 12	6
Mighty Moe, floor brush and garden tool, acquired by Yuba Power Products, Inc.	Oct. 24	8
Record-breaking year seen — newcomers Hoover, Singer, Westinghouse and Eureka.....	Oct. 10	8
Red Devil floor polisher seeks broader outlets.....	Nov. 28	3
Sunbeam unwraps its Super Brush, single-brush polisher.....	Oct. 24	2
Floor washer-dryer hooks to vacuum cleaner.....	Nov. 21	2
Florida Housewares Club — Chooses new slate of officers.....	June 27	6
Food chopper — Proctor Silex — 73-yr old ad in "Ladies Home Companion" still pulls.....	July 18	6
Foreign Merchandising		
Arabs big on credit buying; call it 'check to communism'.....	Feb. 29	3
Dateline: Europe Laurence Wray see under Europe		
Dutch and Swiss companies join to market Eldaphor TV large-picture projector.....	Apr. 18	4
Foreign market — ten-year record of exports of American products abroad.....	Jan. 4	72D
Poland plans marketing of TV sets.....	Feb. 8	4
Foreign Merchandising see also under individual countries		
France		
Dateline Europe: Laurence Wray		
Discounting comes to France.....	June 27	19
France gets into the Trade Act — manufacturers push exports.....	July 11	14
The French discover they like appliances.....	June 13	28
French government exercises strong controls on appliance industry.....	July 4	10
Iron for left- and right-handers.....	Aug. 8	21
Refrigerator manufacturer plans increase in production.....	Aug. 1	8
Refrigerators shown at Trade Fair — "Frimatic" and S. A. Royal's "Pontiac".....	May 16	29
"Secom" new color TV system.....	June 20	54
Washers at Trade Fair.....	May 16	29
Franchises		
Clairtone of Canada plans tightest franchising yet for stereo-radio combo line.....	Aug. 15	7
GE "qualified" dealers can now get servicing franchises.....	July 4	1
Polk Bros. franchises Commercial Tire and Supply Co.	Feb. 15	3
Westinghouse's Diamond Jubilee franchise policy — "bold, beautiful" — and blunt.....	Oct. 24	7
Youngstown Kitchens franchise agreement with Tennessee Supply Corp.	June 20	50

Freezers, Home

Amana dealers in Chicago stock freezers with real food — sales up 15 to 20%.....	Sept. 12	33
Amana's Freezerama promotion.....	Mar. 14	62
Ash Sales — giant giveaway of frozen dinners promotes freezers.....	July 18	19
Frigidaire shows '61 line, backs annual change.....	Oct. 17	3
Gibson moving new freezer at Chicago show with Howation troupe.....	Jan. 4	3
Hotpoint puts freezer into line.....	June 20	6
Kelvinator lengthens spoilage warranty.....	Feb. 8	6
Kelvinator plugs freezer plans.....	Aug. 1	4
Maytag drops refrigeration line.....	Oct. 31	2
Monitor compact freezer.....	June 20	4

Furniture

NAFM survey shows furniture sells in '60.....	Sept. 5	2
'Woodworking': new sales sin?.....	Dec. 5	2

Furniture see also under **Cabinets, Built-ins**

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Gas Appliance Manufacturers Assn. — "We'll sell 8% more in '60" predicts outgoing president E. A. Norman; new GAMA president W. C. Davis.....	Apr. 11	54
Gas Appliance Manufacturers Assn. — Year-end survey.....	Feb. 15	8

Gas Appliances

Air conditioners, Gas see under Air conditioners, gas		
American-style gas appliances but made in Japan.....	Dec. 5	3
Disposers: gas dark horse?.....	Oct. 17	7
GAMA's year-end survey.....	Feb. 15	8
Look what they're doing with gas.....	Oct. 10	1,8
Norge head urges utilities 'make love to the dealer'.....	Apr. 25	4
Norge shows new 11 cubic foot gas refrigerator.....	Jan. 4	4
Norge stresses theme "We're partners in gas".....	Mar. 21	46
\$1 million in gas dryer sales — six week target.....	Feb. 8	36
Ranges, gas see under Ranges, gas		
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See what they're doing with gas — AGA's convention exhibit.....	Oct. 24	6
"We'll sell 8% more in '60" predicts outgoing president of GAMA.....	Apr. 11	54
Whirlpool gas refrigerator makes its bow.....	Jan. 25	2
Whirlpool's gas refrigerator keeps promise to gas industry.....	May 9	3
Whirlpool's gas refrigerator will bow in April.....	Apr. 25	10

Gas Industry

AGA 42nd annual convention: gas utilities get fired up for fuel duel.....	Oct. 17	1,7
Arkia Air Conditioning Corp.'s gas-lit commercial sign Gas wins California war.....	May 23	3
Los Angeles "Battle of the Fuels" — 4 utilities slug it out.....	Sept. 5	6
March to World's Fair is led by gas.....	May 2	20
New Haven Gas Co. alters content of gas mixture.....	Aug. 29	3
Gas Station Merchandising — Arkia gas station sells "gas" as well as "gasoline".....	Mar. 14	60
German Industries Fair — Stereo expected to be big crowd puller.....	Feb. 29	6
	Apr. 18	4

Germany

Brown, Boveri and Cie. purchases interest in Rondo-Werke washing machine co.	Apr. 4	6
Combination television-radio-stereo-and bar for homes Dateline Europe — Laurence Wray.....	Aug. 8	21
Automatic washer comes to Germany.....	Aug. 29	12
Dealers have got it made.....	Sept. 12	22
German dreams finally realized — second television channel.....	Aug. 15	20
Strong cartel controls the prices of radio and television.....	Aug. 8	12
White goods don't meet demand.....	Aug. 22	14
East German government has reorganized large parts of its export setup.....	Feb. 29	4
Electrolux refrigerators exports to U. S. increase.....	May 30	7
Industry has record year.....	Feb. 8	4
Manufacturer reduces houseware prices.....	Feb. 8	4
Manufacturers reduce prices on small appliances.....	Feb. 15	2
Metz Apparatefabrik Fuerth-Bay produces two fully transistorized portable battery radio-phonographs.....	Apr. 18	4
Metz Apparatefabrik of Fuerth expects increase in sales following higher export orders.....	Oct. 10	32

Opel discontinues household refrigerators.....	Feb. 22	4
Packet radio.....	Aug. 8	21
Radio and TV production increases.....	Apr. 18	4
Refrigerator manufacturer will begin production in Britain.....	July 25	8
Siemens bigger than ever, but may lose its number-one spot.....	Feb. 22	4
16 German visitors at conference in Chicago with editors and AHLMA representatives ask 'but what's the profit?'.....	Apr. 11	6
Ten radio and TV manufacturers submit proposal to form "discount cartel".....	Mar. 14	3
West Berlin's tallest building houses Germany's biggest manufacturers of TV and radio equipment.....	Mar. 7	41
West German electrical companies report sales increases.....	June 6	4
West German record production down; output of phonographs and recorders up.....	Feb. 29	4
West Germany electrification progresses bringing expansion in use of appliances.....	Aug. 1	8
West Germany — prices for television drop.....	May 16	2
West Germany tape recorder production up.....	Aug. 1	8
Government Employee Store — Closed-door discount houses for government workers.....	Aug. 15	3

Government Regulation

Air purifiers — government goes after purifiers; makers say they'll be cleared.....	May 30	8
Air purifiers — why is Washington worried about purifiers?.....	Dec. 5	4
AHLMA convention will hear about advertising and the FTC.....	Apr. 25	6
Congress sidesteps most appliance-TV legislation.....	June 6	1
Dateline Europe — French government exercises strong controls on the appliance industry.....	July 4	10
Douglas bill may mean your price tags may have to tell more.....	Apr. 4	1
FCC's multiplex decision: change for delay grows.....	Nov. 7	2
FDA expects trouble from exaggerated ads for air conditioners and purifiers during hot fever season.....	Aug. 15	8
Fair Trade — No Fair Trade Law this year.....	May 2	4
FCC's Lee tells EIA UHF coming if.....	Dec. 5	2
FTC — are you under the FTC's thumb?.....	Dec. 5	3
FTC charges Macy's 1958 centennial 'unfair competition'.....	May 16	3
FTC crackdown on refrigerator advertising — refrigerator manufacturers reply.....	Sept. 12	1
FTC's "Guides against Deceptive Advertising of Guarantees" (text).....	Nov. 14	36
FTC head Kintner urges NRMA convention, tell the truth.....	Apr. 11	8
FTC is watching you and your advertising.....	Mar. 21	3
FTC issues guide for advertising of "guarantee" claims.....	May 9	3
FTC's new tack: get 'em by mail.....	July 25	2
FTC on deceptive advertising — dealers talk back.....	Nov. 7	1
FTC ready to crackdown on guarantee advertising.....	Nov. 14	3
FTC speaks on spiffs, push money.....	June 13	4
FTC warns "Raise your standards or face new laws".....	Aug. 15	1
FTC warns "raise your standards or face legislation" — local ethics codes seek improvement of standards.....	Sept. 12	13
FTC warns refrigerator manufacturers against using gross instead of net capacity in ads.....	Sept. 5	2
Installment paper reserves — dealers get tax relief.....	Aug. 29	1
Legislation — recent decisions affect you and new legislation promises to be even more restrictive warns NRMA.....	Nov. 7	38
Minimum wage bill, hours and politics.....	Aug. 29	2
Minimum wage laws dead till next year.....	Sept. 5	2
NRMA resolutions demand less government interference.....	Jan. 25	4
Post Office Dept. ruling that self-mailers be sealed on all four edges to get third-class mail rates protested by NRMA.....	Sept. 5	4
Presidential election — will vote sway FTC and FCC?.....	Nov. 7	2
Robinson-Patman Act.....	Feb. 1	4
Are some sales promotions illegal?.....	Jan. 25	1
Will U. S. crack down on 'unfair' pricing?.....	Jan. 25	1
Stereo radio fight — industry's committee dissolves itself after FCC refuses to take over.....	Feb. 22	2
UHF story: FCC gives system one more try.....	Aug. 8	2
UHF television — FCC in no rush to push legislation.....	Oct. 3	2
US to track discount impact.....	Aug. 1	8

Great Britain

Airtemp Div. of Chrysler Corp. expects to move in on British air conditioning and refrigeration market.....	June 6	4
Announces loosening of controls on dollar imports.....	Feb. 8	4

Associated Electrical Industries Ltd. sales up.....	Apr. 18	4
Britishers buying in hot-and-cold spurts.....	Apr. 4	6
Credit and installment buying hit all-time peak.....	Apr. 18	4
Dateline Europe — Laurence Wray.....		
The British enjoy a boom American style.....	May 16	1
Dealers plight — a competitive squeeze.....	May 23	12
British dealer is happy with his shore.....	May 30	10
The British worry about their exports.....	June 6	13
Domestic appliance manufacturers pushing trade contacts with Europe.....	May 30	7
Electronic component industry expanding.....	May 16	2
Electronic exports to U. S.	Sept. 5	4
Electronics shipments hit all-time highs.....	Feb. 22	4
English Electric Co. and General Electric Co. considering merger.....	Oct. 10	32
Exports hit all-time high.....	Feb. 15	2
Germans enter refrigeration.....	July 25	8
Imports of Japanese transistor radios up.....	Aug. 1	3
Record year for appliance industry.....	Feb. 8	4
Refrigerator troubles.....	Aug. 15	27
Sales of phonograph records down 2%.....	Mar. 7	41
Television affected by credit squeeze.....	July 25	8
TV push.....	June 20	4
Transistor portable TV developed.....	Oct. 3	6

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Hawaii

Gibson Refrigerator sales jump 74%.....	Oct. 24	2
Gibson sponsoring Hawaiian airlift to get its dealers in good buying mood.....	Sept. 5	3

Hardware

Durango Hardware proves toys sell appliances.....	Mar. 21	22
Korits see under Karts		
Health and Beauty Aids — Industry forecasts good, but dealers mull sales.....	Sept. 26	8

Heat Pumps

Sales of heat pumps increase.....	May 9	6
Universal Appliance Co. (N. M.) sells heat pumps.....	Mar. 28	12

Heaters

Portable electric heater sales warm up.....	Oct. 31	7
Space.....		
Combination range-space heater.....	Oct. 10	1
Dutch manufacturer produces heater that converts to air conditioner.....	May 2	3
Electric house heaters growing but what's in it for the dealer?.....	Mar. 28	3
York's "All-Electric Heating" wows Atlanta.....	Feb. 8	12
Sunbeam shows portable electric heaters.....	July 18	3
"Wallpaper" with built-in heating units announced by Russians.....	Feb. 15	2

Water

Austrian manufacturer has anti-corrosion rod for electric water heaters.....	Apr. 25	4
Norco's gas water heater.....	Oct. 10	1
Oklahoma G&E drive rounding up sales.....	May 16	4
Water heater push in New Jersey.....	Jan. 18	82
Heating, Electric — Corning Glass Works three-city consumer survey finds votes for electric heating.....	July 11	24
Heating, Radiant — American Time Products to produce and market radiant heating controls.....	Aug. 8	4

Historical Articles

Leerburger, Ben — It all started when.....		
The scoundrel who became world's first kitchen expert.....	Nov. 7	11
There's nothing new about lights on Christmas trees.....	Dec. 12	10

House — all-electric

All-American home displayed in London.....	Apr. 18	4
Electric house heating growing but what's in it for the dealer?.....	Mar. 28	3
Ferro porcelain enamel research house in miniature.....	Apr. 11	2
Gold Medal Homes see under Industry Promotion		
— LBE.....		
Home equipped with music conditioning shown by Stromberg-Carlson.....	Feb. 22	3

House for physically disabled equipped with GE appliances contributed to N. Y. University Medical Center LBE see under Industry Promotion	Sept. 5	4	Japanese imports — Sony transistor	Jan. 25	1,2	International Trade Fair (Milan) — Westinghouse, Admiral and Sylvania will exhibit	Mar. 21	8
Rural electric co-ops push Medallion Home promotion	Oct. 17	15	Japanese made goods — no boycott in sight, Trade Council finds	July 4	7	Inventory Control		
Housewares, electric			Japanese plan to bring into U. S. small refrigerators	Nov. 21	3	Department store automation machine is based on racetrack pari-mutuel machine	Sept. 26	4
Atlantic City Show manufacturers and buyers discuss prospects for the fall	July 18	2	The Japanese problem: can industry get help?	Oct. 3	7	Inventories are up	May 2	1
Can the Japanese invade the electric housewares industry? — report	Apr. 11	15	Japanese radio imports up again	Oct. 24	3	"Let's get rid of 'unfair' inventory taxes"	Feb. 29	1
Corning Glass Works goes into electric housewares	July 11	8	Japanese set to invade electric can openers	Oct. 24	8	Iraq — US manufactured TV sets hit market	Mar. 21	8
Dallas Trade Mart — optimism about future marks debut	Feb. 22	4	Japanese stereo-TV combination theatres to be marketed next	Dec. 26	8			
Does the housewares industry face invasion?	Jan. 18	3	Japanese TV hits IRE conference	July 4	4	Irons		
EM Week's '60 Housewares Folio report			Japanese transistor TV — \$225 to be U. S. price	Jan. 11	4	Dormeyer's new steam iron	June 20	10
They look like supermarkets	Apr. 11	26	Labeling — unlabeled components could mean trouble	Feb. 1	2	France introduces iron for left- and right-handers	Aug. 8	21
Here's how to close a can opener sale	Apr. 11	28	Magnavox takes control of Collier, Ltd.	Jan. 25	2	GE spray-steam-dry iron	June 13	6
His servicemen do the selling	Apr. 11	37	New Zealand seeks U. S.-made electrical appliances	Feb. 1	3	Ironer worked into decor plan	Jan. 4	2
Make a business out of housewares	Apr. 11	30	US manufactured TV sets in Lebanon and Iraq	Oct. 31	6	Ironers — next feature of coin-ops?	Oct. 31	6
"Elektrikbrooms" sales up	May 16	10	U. S. radio situation	Sept. 19	2			
G-E's Sohloff discusses new products	Dec. 12	8	Whirlpool importing would run into many obstacles	Mar. 7	4	Israel		
German manufacturer reduces prices	Feb. 8	4	Independent Housewares Exhibit			Amcor, Ltd. will set up refrigerator manufacturing plant	Mar. 21	8
Heating pads — sixteen million in 48 years	Mar. 21	3	Japanese imports shown — does the industry face invasion?	Jan. 18	3	Chicago's International Trade Fair	June 20	1
Housewares Carnival — 10th annual carnival of Adams, Meldrum and Anderson	Sept. 5	7	Morrison Hotel site of exhibit	Jan. 11	6	Italy		
Housewares Show see under Housewares Show			Plans N. Y. Show	May 23	4	Dateline: Europe — Laurence Wray		
Market study	Jan. 18	44	Will there always be two housewares shows?	Jan. 18	4	A boom is on despite lack of money	July 18	16
McGraw-Hill publishes Housewares Directory	July 11	8	India			Industry fights lack of capital	Aug. 1	6
"Parents Magazine" will test new household appliances in "Homemaking Center"	May 2	10	AB Electrolux of Stockholm expects to begin making refrigerators in India by mid-1961	June 6	4	International Trade Fair — Westinghouse, Admiral and Sylvania will exhibit	Mar. 21	8
Plastic, polypropylene, for housewares	Aug. 8	7	Radio manufacturers plan to mass produce cheap models	June 20	54	RCA International will set up electronics manufacturing complex	Apr. 4	6
San Francisco Housewares Show swarming with 5,000 buyers	Feb. 8	2	Transistor radio production coming	Oct. 3	6			
Waterfalls: tidal wave or trickle?	Nov. 14	7	Industrial Trade Fair, Osaka — Japan shows electronic wonders	May 2	4			
Housewares Exhibit			Industry Promotion					
Optimism to rule show	Jan. 11	1	CE's "Total Electric Medallion Home Program"	Jan. 11	63			
Buyers pour into Chicago for show	Jan. 11	2	EEL's LBE kitchen promotion begins	Mar. 7	44	Japan		
Housewares Show			LBE			American-style-gas appliances — but made in Japan	Dec. 5	3
Everybody's counting on a big second half	July 11	1	EEL drops TV spots in favor of more magazine ads for 1960 LBE program	Feb. 1	28	Annual industrial fair	Apr. 18	4
How to be a success at the Housewares Show	July 11	56	Cold Medallion Homes: new status symbols?	Feb. 15	2	Boom in electrical industry: no end in sight	Nov. 14	2
How you can survive successfully	July 11	60	Surveys show challenge for LBE — MacDonald of EEL sounds ominous warning	June 20	16	Boycott Japanese made goods — threats, but little action	June 27	8
Lennon Sisters at Housewares Show	July 18	3	Will hit directly at gas	July 11	8	Can the Japanese invade the electric housewares industry? — report	Apr. 11	15
List of exhibitors	July 11	60	MYHWAANA — newspaper industry puts out call for support of second annual pre-Christmas promotion	Oct. 10	16	Can openers set to invade U. S. market	Oct. 24	8
NHMA exhibitors to get another refund	Nov. 14	7	Medallion Home promotions pushed by rural electric co-ops	Oct. 17	15	Chicago's International Trade Fair	June 20	1
NHMA terms 33rd Show the best	July 25	6	NEMA industry and promotion to be handled by Summer Rider & Assoc.	Aug. 15	2	Combination television-radio-stereo hi-fi	Aug. 8	21
Where to find exhibitors at Navy Pier	Jan. 11	6	NEMA plans unified promotion for all products	June 13	4	Co-op advertising money — where it goes	Oct. 10	2
Humidifiers			NEMA and EEL to cooperate to promote dishwashers	Feb. 15	4	Decision maker: Richard Stallmoek wants new Japanese goods for U. S. market	Sept. 26	3
Humidifier babysits for this baby gorilla	Mar. 14	3	National Electrical Week set for 1961	Oct. 31	28	Delmonico plans imports from Japan — new products at hot prices	Sept. 19	18
What about humidifiers?	Jan. 11	38	National Electric Week starts in a burst of publicity	Feb. 1	3	Denki Onkyo Co. claims to have produced smallest tape recorder in the world	Apr. 18	4
Hungary			National Electric Week symbol — Don't use it!	Nov. 14	37	Directory lists American importers of Japanese radios and related appliances	May 9	6
Brown goods exports — progress in TV industry	Aug. 15	3	Who's got the Medallion — Medallion Home Program and a Medallion Home Products Corp.	May 23	2	Disc-type recorder	Mar. 21	8
Radio and TV sets finding increasingly wide market	June 20	54	Installation			Export push shifts to tape, TV	Nov. 21	3
IAEL — Silver Anniversary conference — probing widespread	Oct. 17	41	Citizens & Southern Banks of Georgia loan promotion features Maytag combo	May 16	2	Exports to U. S. — 10-month totals	Dec. 12	2
Icemakers — Servel's automatic icemakers	July 11	6	Florida requires license to sell on time	Jan. 11	66	FM tube receiver bandwagon — Japan climbs aboard	Aug. 8	3
Imports			Institute of Appliance Manufacturers			Five year plan for electronics production	Oct. 31	3
AHLMA Florida convention discusses imports	May 9	2	Galdin, Sol new IAM head	Oct. 17	48	Five Year Production Plan for the Electronic Industries revised	Nov. 7	6
American importers of Japanese radios and related appliances listed in new directory	May 9	6	25th annual convention — a new look to attract companies	June 13	8	Hitachi color television	May 23	2
Are Japanese products safe?	Nov. 14	2	Institute of High Fidelity Manufacturers, Inc.			Hitachi, Inc. products — vacuum cleaner, radio and stereo record-player	Aug. 8	21
Boycott Japanese made goods — threats, but little action	June 27	8	Arena-type hi-fi out	Apr. 4	7	Hitachi's stereo combo: can you top this?	Nov. 7	6
Britain ups imports of Japanese transistor radios	Aug. 1	3	Predicting \$70 million year for hi-fi components industry — where's \$300 million	Sept. 12	2	Housewares at Trade Fair	May 16	29
Decision maker: Richard Stallmoek wants new Japanese goods for U. S. market	Sept. 26	3	Institute of Radio Engineers — Japanese TV hits IRE conference	July 4	4	Industrial leaders watching U. S. economy — word on U. S.: caution	Sept. 12	2
Delmonico International ready to hit the market with Japanese TV	May 23	6	Insulation — Norge and Hotpoint — harsh words about insulation	Jan. 11	4	Industrial Trade Fair in Osaka — Japan shows electronic wonders	May 2	4
Delmonico plans imports from Japan — new products at hot prices	Sept. 19	18	Intercoms — GE's portable home intercom bows	Aug. 22	2	Janome Sewing Machine Co. Ltd. buys out New Home Sewing Machine Co.	July 25	2
France reduces custom duties 10% on some imports	Dec. 14	4	International Assn. of Electrical Leagues			Japanese made goods — no boycott in sight, Trade Council finds	July 4	7
Great Britain announces loosening of controls on dollar imports	Feb. 8	4	Kansas City conference — keynote warning sounded by C. E. Simpson, president	Oct. 10	2	Matsushita, Konosuke; Decision maker	Dec. 5	3
IT&T studies import business	June 20	2	Silver Anniversary Conference hears industry leaders, elects new officers	Oct. 17	7	Radio		
Jap quotas shake import radio mix	July 18	8	25th annual meeting slated for Kansas City, Oct. 5-7	Oct. 3	71	Quotas shake import radio mix	July 18	8
Japanese boom: no end in sight	Nov. 14	2	International Samples Fair — Westinghouse appliances put through "torture" tests	Apr. 25	4	Quota working? Radio exports lead '59	Aug. 1	2
Japanese exports to U. S. — 10-month totals	Dec. 12	2			Radio exports to U. S. up again	Oct. 24	3	
					Radio market hit by price plague	July 25	1	
					Signs three-year trade pact with Russia	Mar. 14	3	
					Small refrigerator plans	Nov. 21	3	
					Star at Trade Fair	July 25	3	

Stereo looms as next Japanese push.....	Oct. 31	1
Correction.....	Nov. 7	6
Stereo-TV combination theatres — next from Japan.....	Dec. 26	8
TV		
Japanese TV hits IRE conference.....	July 4	4
Matsushita portable TV set.....	June 6	4
TV draws heavy show traffic.....	July 18	7
Television receiver production outstrips demand.....	Aug. 22	4
Television set factory moves into production.....	Feb. 15	2
Toy radios — exports licensed as non-quota items.....	Sept. 26	4
Toy transistor radios in export quota.....	Aug. 8	2
Transistor radio		
Britain ups imports of transistor radios.....	Aug. 1	3
Export approval withheld.....	May 16	7
Export floor price on transistor radios lowered.....	Apr. 4	6
Exports to UK reopened.....	May 30	7
Japan's view: quota working.....	Sept. 5	2
Manufacturers afraid a quota system is in the offing.....	May 2	3
MITI's order cuts off potential supply of 296,000 transistor radios for U. S. and Canada.....	*Oct. 10	2
Powered by solar battery.....	Aug. 15	3
Production up.....	Dec. 21	4
Toshiba scores with new transistor shaped like a baseball.....	Nov. 28	7
U. S. narrows the price gap.....	Oct. 17	3
Typewriter exports to U. S. bog down.....	Oct. 3	6
U. S. industry can expect little help on Japanese imports problem.....	Oct. 3	7
Japan's Electronics Industry Assn. — Dec. production of TV sets increased.....	Apr. 4	6
Japan's Electronics Parts Show — Features number of new things in consumer products industry.....	Apr. 4	6

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Kansas Farm Electrification Council — Utilities and co-ops turn their sights on service.....	May 30	4
Karts — Karting: business that's up for grabs.....	Oct. 17	8
Kitchens		
Cabinet makers tell of sales increases.....	Apr. 11	54
Chicago show display.....	Jan. 4	2
Cohn, Harry — This dealer sells a kitchen a day.....	Nov. 21	14
EEL's LBE kitchen promotion begins.....	Mar. 7	44
EM Week's Kitchen Folia '60		
1. For the dealer: a second chance at kitchens.....	Mar. 14	26
2. But who installs the new kitchen?.....	Mar. 14	30
3. He uses 100 display kitchens.....	Mar. 14	35
4. A new EM Week Service — Now! You can build your own oads by using our free ad mats.....	Mar. 14	41
Farr, Mort says "Kitchens? I'm still suspicious of 'em".....	Mar. 28	10
Freije Electric sells 50 custom kitchens a year.....	Feb. 29	14
GM's Motorama — N. Y. show features kitchen.....	Nov. 21	12
Hobart Mfg. kitchen exhibit at Chicago Museum of Science & Industry.....	June 6	8
Hotpoint's model kitchen kit.....	July 25	13
Ideas for kitchen planning from these trend setters.....	Feb. 29	7
NIWKC kitchen class: the essentials.....	Apr. 4	8
Package kitchens: the fight for the finishes.....	Nov. 7	3
Red Chinese bring automation to the kitchen with electricity.....	May 2	3
Smart Living Kitchens takes four shots at bagging more kitchens.....	Oct. 31	16
Rifkin & Sons follows six rules for kitchen profits.....	Sept. 26	17
Space kitchen to be designed by Whirlpool.....	Oct. 31	2
Westinghouse's future kitchen.....	Sept. 19	10
Wood kitchen cabinet men switch their pitch.....	Nov. 7	8

L

Lamps — Custom lamps — Sidney Murrie for small-ticket appliance adds custom lamps.....	Apr. 11	44
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Laundry, Home

AHLMA's Chicago seminar billed as information exchange.....	Feb. 15	6
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AHLMA's conference theme — measuring customer satisfaction.....	Sept. 26	2
AHLMA day-long symposium aimed at engineers.....	Apr. 4	4
AHLMA 14th National Home Laundry Conference looks at fibers, school appliance plans and teaching techniques.....	Nov. 7	2
AHLMA's San Francisco conference draws frank questions, frank answers.....	Nov. 14	8
Hamilton has deals on 5 market specials.....	Jan. 4	4
Hotpoint's laundry has cantilever controls.....	Aug. 22	3
Laundry factory sales drop 10% in January.....	Feb. 29	3
Laundry product dispenser works on warm air.....	May 16	4
Philco — shortest line makes service simple.....	Aug. 8	2
Sales to increase.....	Jan. 11	58
Sales up 30% in September.....	Oct. 31	2
Special report on "Wash n Wear" brings EM Week a first in Jesse H. Neal awards.....	May 2	3
Trends in new laundry lines.....	Aug. 8	1

Laundry, Self-service

AHLMA readies data on coin-ops.....	May 9	6
California warns consumers to watch out for coin-op investment deals.....	Aug. 1	4
Coin-op dry cleaners see under Dry cleaners		
Coin-op machines featured at AIL's Chicago show.....	Mar. 7	3
Council formed to set up standards for coin-ops.....	Oct. 31	2
Hotpoint's coin-op washer.....	Oct. 17	4
Ironers — next item in coin-op laundry, cleaning?.....	Oct. 31	6
Maytag convention of commercial equipment distributors outlines 1960 prospects.....	Mar. 7	6
Maytag dealer, Joe Paine of Natchez, meets coin-op....	Mar. 7	30
Norge "Laundry and Cleaning Villages", new coin-op centers.....	Dec. 12	3
Whirlpool aims at coin-op sales.....	May 2	3
Whirlpool will field test 50 dry cleaners in coin-op laundries.....	Sept. 12	2

Lawn Mower Institute

Eight annual meeting and convention scheduled.....	Apr. 11	9
How will power mower industry's new safety standards work?.....	Dec. 5	7
Mowers face growing pains.....	June 20	8
Safety problem — can a seal sell safety?.....	Oct. 17	1,8
Lawn Mowers see Mowers, Lawn		
Leasing — White Front Stores — you can make MONEY from leased departments.....	June 13	21

Lebanon

Arabs big on credit buying; call it 'check to communism'.....	Feb. 29	3
US manufactured TV sets hit the market.....	Mar. 21	8

Legal Aspects

Air conditioning dispute involves Wisconsin judge and county purchasing agent.....	Sept. 26	4
Celler bill hits at captive financing of autos only.....	Nov. 21	8
Congress sidesteps most appliance-TV legislation.....	June 6	1
Douglas bill may mean your price tags may have to tell more.....	Apr. 4	1
Fair Trade see under Fair Trade Laws		
FTC see under Government Regulation — FTC		
Iowa tax — to pay or not to pay.....	Mar. 28	4
Licensing of TV servicemen.....	Feb. 22	2
Minimum wage legislation — NRMA launches all-out lobby to keep retail stores exempt from new rulings.....	Nov. 14	6
Minnesota's Supreme Court declares 23-year-old fair trade law unconstitutional.....	Apr. 18	3
Mitchell Co. sale to Cory Corp. marred by fraud says Chicago judge.....	Feb. 22	3
'Monopoly' charges that Philadelphia Gas Works gave Caloric Appliance Corp. favored treatment.....	May 16	8
N. J. State Supreme Court upholds validity of Paramus ordinance banning the sale of certain items on Sunday.....	May 16	7
N. Y. warns consumers about use of 'counterfeit' television tubes.....	Aug. 8	4
Sunday closing — same old fight but with two new developments.....	May 2	2
Sunday sales battle: what will court rule?.....	Dec. 26	6
Sunday sales: partial verdict.....	Apr. 11	6
'Woodwinking': new sales sin?.....	Dec. 5	2
Zenith triumphs in Admiral suit.....	Sept. 5	2

Lighting

GE light bulb sales push.....	July 11	6
Moodlite — new lens-lamp with built-in mood lighting.....	Aug. 15	6

RCA manufacturing electroluminescent panels, Panelray.....	Aug. 8	4
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Load Building

Commercial cooking — a new load builder.....	May 2	3
Compania Electrica Mexicana del Sureste — door-to-door approach to build residential load.....	Feb. 22	12
Eureka Williams Corp. tells utilities — buy electric cars from us, then sell them to your customers.....	Mar. 28	7
London Audio Fair — Ampex International will show its wares.....	Mar. 14	54

M

Management Economics

British Columbia Electric Co. fights oil with mortgages.....	Mar. 7	43
Decision Maker see under Decision Maker		
Do you tie up office help with envelope addressing?.....	Mar. 14	55
Executives from 32 corporations discuss programs to help small businessman.....	Dec. 12	4
Federal Bankruptcy Act — Chapter XI: what it is, and how you can use it.....	Sept. 26	15
GE stockholder meeting — IUE boss J. Corey gives chairman Ralph Cordiner a rough time.....	May 9	4
GE strike — IUE strike threat.....	Aug. 22	4
	Aug. 29	2
	Oct. 3	2
	Oct. 24	2
	Oct. 31	2
	Dec. 12	1
Hotpoint tells why it spent \$5 million on 1961 line.....	Dec. 12	1
Kelvinator executives' interview fills in Kelvinator story.....	Dec. 12	1
Landers, Frary & Clark — about a dozen new products, expansion plans in the works for the company this year.....	May 16	2
NARDA School of Management will hear Earl Kintner.....	July 25	8
NARDA Sixth Institute of Management.....	Aug. 15	1,2
NARDA starts institute drive.....	June 13	35
Philco, Montgomery Ward, in major regrouping of merchandise and executives.....	Dec. 12	2
Philco's soft business brings layoffs at Avco.....	Nov. 21	2
Retired executives sought for jobs with Ironite.....	Aug. 22	2
Samson chain, Milwaukee, Wis. — It isn't easy to run a chain.....	Apr. 18	15
Standard Coil Products purchase of Cosco — move for diversification.....	June 13	6
Wages — minimum wage laws dead till next year.....	Sept. 5	2
What you can do about shoplifting.....	Oct. 10	15
Whirlpool air conditioner dealers meeting hears better management means profits.....	Mar. 7	4
Whirlpool sending political party contribution forms to employees' homes.....	Sept. 19	4
Will profit sharing work for you?.....	Mar. 21	26
Zenith closed by strike.....	Aug. 15	2
Zenith and IRWA end dispute.....	Aug. 22	4

Markets

Chicago Show — optimism ruled at Merchandise Mart.....	Jan. 11	1
Chicago Show — Where to find exhibitors at the Merchandise Mart.....	Jan. 4	10
Markets open on an optimistic note.....	Jan. 4	1
Spring		
Atlanta Mart — "just lookers" become buyers.....	Apr. 18	3
Summer		
Chicago's Merchandise Mart — Where to find exhibitors.....	June 20	58
Los Angeles Market Week finds buying drags.....	July 25	7
San Francisco Markets tie-in with night baseball games.....	Mar. 21	8
Summer markets are a big deal — in white goods — in TV and Hi-Fi.....	June 20	1
Summer markets: 3 for price of 1.....	Jan. 25	10
TV: business is good.....	June 27	2
West awaits price breaks.....	Aug. 1	3
20,000 Westerners show optimism at the markets.....	Jan. 25	4
Winter		
Atlanta Mart's big growth brings \$15 million building.....	Feb. 8	4
Parallel between beauty and buying?.....	Feb. 8	3
Sunday openings set new pattern at Western marts.....	Feb. 1	3

West Coast Markets set dates for winter exhibits....	Sept. 5	3	Jefferson Stores' Ft. Lauderdale "super store" —			Zemel Bros. — they're making money their own way...	May 2	16
When will they check in for the January markets? ...	Nov. 14	2	THIS? Is an appliance store?	Oct. 24	22			
Mayers, Edward M. — the man who wants to service			Jefferson "super-store" in Fort Lauderdale and two			Mergers		
your market	Mar. 7	18	Ross outlets near Atlanta quicken the pace in Dixie..	Feb. 15	10	Brillain's English Electric and General Electric Co.		
Merchandising Methods			Johnson Bros. — who says you can't sell at list price?	Oct. 10	20	considering merger	Oct. 10	32
A & B Home Appliances — A dishwasher a day.....	Feb. 15	14	Keller, E. E. Feed & Coal (Ohio) — 20 combos a year			Janome purchase of New Home Sewing — Free Sewing		
ABC Store — RCA Whirlpool Mystery Man gimmick	Oct. 17	23	in a town of 300	July 25	14	Machine still in business	Aug. 1	4
Ash Sales — giant giveaway of frozen dinners pro-			Knapp Television Laboratories ties in with Motorola's			Janome Sewing Machine Co. buys out New Home Sew-		
motates freezers	July 18	19	"Amateur Artists Exhibition"	July 11	36	ing Machine Co.	July 25	2
Auction sales sell 46 majors for Jack Lalley, Mich. ...	Apr. 4	4	Morling lists — building a mailing list	Oct. 17	23	Magnavox takes control of Collaro, Ltd.	Jan. 25	2
Beico, Calif., "reader board" signs stop speeding			Mossaro, Al. of Colo. — He built a TV business around				Feb. 1	3
motorists	June 20	21	rentals	Apr. 18	18			
Benike's in St. Paul unique appraisal system lets cus-			Maytag's C. G. Ely: 'Home ec girls are marketing			Proctor-Silex Corp., merger of Silex Co. with Pro-		
tomer evaluate his own trade-in	Sept. 19	17	helps'	May 9	4	ctor & Schwartz, Inc. and Proctor Electric Co.	Mar. 7	4
Black, Ross, Ala. dealer, sells "Windmaker" fans			NAHHIC developing new look to meet changes in			Standard Coil Products purchase of Cosco — move for		
with truck top gimmick	July 11	36	market	Feb. 15	4	diversification	June 13	6
Bon Marche Pot of Gold gimmick boosts appliance			NRMA speakers hit at "outdated" retailing rules	Apr. 11	4	Sunbeam Corp. and John Oster Mfg. Co.	Feb. 22	1
sales	Apr. 4	7	Natchez Maytag dealer, Joe Paine, meets coin-op	Mar. 7	30		Mar. 14	8
Brooms give impact in sales campaign — Idea Digest ..	Feb. 8	26	Norge's "Laundry and Cleaning Villages", new con-			Waste King Corp. marketing merger brings new line		
Bunge Brothers — zany commercials and off-beat			cept in laundry merchandising	Dec. 12	3	with new name	Jan. 4	2
newspaper ads build identity	Aug. 8	27	North Central Appliance Co. promotion — Once a year			Waste King Universal — what's new? Answer: prod-		
Can openers — how would you sell an electric can			day	Apr. 25	25	ucts, plans, name	Jan. 18	2
opener?	Apr. 11	28	O'Leary, Virgil, Newton, Iowa dealer — How to reach					
Closed door discount houses for government workers ..	Aug. 15	3	all your prospects	Aug. 8	10	Meters		
Closed membership stores — what will 1960 bring?	Feb. 15	2	Park TV, Larchmont, N. Y. — Ray Faiola gives a			Frigidaire's home laundry product test meter	July 18	4
Cohn, Harry — five-point merchandising program sells			party to promote color TV	Apr. 25	21	Philco perfects testing device — "Trace" and meter....	July 11	8
a kitchen a day	Nov. 21	14	Pherson, Paul, Salt Lake City, Utah — turkey sand-					
Color TV promotion — Frank DeStafano, Stuart, Fla.			wiches spice promotions	Apr. 25	25	Mexico		
and Bell Electric in Fort Lauderdale	Apr. 4	26	Photography as merchandising gimmick	Oct. 17	23	Compania Electrica Mexicana del Sureste — to help		
Consumer product-rating reports: who reads them,			Pierce-Phelps jets into '60 plans	Jan. 18	8	Mexican dealers sell appliances this utility knocks		
follows them?	Feb. 22	4	Platter party gone growup gimmick works for "Natio-			on every door	Feb. 22	12
Couse, John H. — He goes after only 20% of his market	May 23	17	nal" Electric Center, Panama City	Mar. 28	23	Magnus sells 2,000 electric organs	Feb. 15	2
Crittendon, M. W. puts service department in store's			Plumber sells TV stereo	Oct. 10	17	Mexicans pack 'Feria Del Hogar'	Oct. 17	14
window	Mar. 28	11	Record vending machine	Nov. 21	3	Radio Impulsora Mexicana readies seven-transistor		
Curtis Mathes, Inc. — aggressive team snares high-			Rifkin & Sons proves that appliance dealers can sell			radio	Feb. 15	10
end electronic sales	Oct. 10	10	kitchens	Sept. 26	17	Robertshaw-Fulton Mexicana is opening a plant to		
Del Padre, Lou, expands retail operation into "de-			Roon, Jack, (Conn.) — Service built his \$120,000 washer			manufacture automatic precision control devices	Feb. 29	4
partment store" for home entertainment	Aug. 1	12	business	Jan. 4	42	Robertshaw-Fulton Mexicana S.X. de C.V. to manufac-		
Dentler Bros. — selection is key in selling used TV			Scalzo, Vincent, gives 6 reasons why Danbury Refrig-			ture control devices for gas appliances	Mar. 21	8
sets	Sept. 12	16	eration sells 300 refrigerators a year J. A.					
Durango Hardware proves toys sell appliances	Mar. 21	22	Richards	Mar. 7	22			
Easy's "Velvopower" transmission parts feature			Separate showroom for each brand in Downing Ap-			Mighty Moe — floor polisher-scrubber and garden tool		
"Lifetime" warranty	June 6	8	pliances' unique basement TV display	June 13	34	acquired by Yuba Power Products	Oct. 24	8
Eaton-Town Television and Appliances, N. J. — how to			Serviceman Norman Foster's "curb service" cuts			Mixers — GE mixer-knife sharpener	June 13	6
fight the chains	Feb. 22	10	house calls	Oct. 17	21	Model changes — Kelvinator turns up burner under na-		
Fedway Stores plans to take part in private label elec-			Shehadi Bros. finds that you've got to service if you			model-change policy	June 20	8
tric housewares w/ Associated Merchandising Corp.			want to sell	Sept. 26	24	Models — Hotpoint's kitchen kit	July 25	13
Feiden, Earl B. — he does \$300,000 in a store you			Shopping methods — will they change buying and sell-					
can't get to	May 23	4	ing patterns?	Mar. 21	8	Modernization		
Freije Electric — the place to sell a new kitchen is in			Shure Bros. advise 'push components angle to sell hi-fi			Lederer — designing a new store with new ideas	Mar. 21	16
the store	Apr. 25	26	packages'	Apr. 18	13	Regal Ware announces factory addition	Aug. 22	11
Get-us-out-of-jail sale	Feb. 29	14	Singer enters mail order business	Dec. 26	2			
Glaizer, Harold — Conn. dealer — "I found salvation in			Smart Living Kitchens takes four shots at bagging			Meters		
a satellite"	Oct. 17	23	more kitchens	Oct. 31	16	Burnouts on too many appliance meters?	July 11	53
Gray's Appliances — lot poses with appliances for			S. D. S. TV, El Paso, makes money on free service ..			GE repair kit will replace 130 appliance motor		
newspaper ads	June 13	24	Sparks, Clyde, dealer of Thatcher, Ariz. — "To get			switches	June 6	7
German visitors at Chicago conference with editors			business...get out of the store'	Oct. 10	22			
and AHMA representatives ask "But what's the			Spartniz's new store, Phil's Electronic Center, finds			Meters, Outboard		
profit?"	Feb. 8	26	glamour pays	Dec. 12	14	ACCO outboard motor and mower is convertible	Mar. 21	4
Halle, Simon, Colo. — his servicemen sell his house-			Stahl & Myers, Inc. diversifying its merchandising			Hess Brothers Versatility in Design and Use awards		
wares	Apr. 11	6	operations	Oct. 17	44	contest winner, outboard mower	Apr. 11	3
Have department stores really made a comeback in			Sunbeam's consignment program: how's it going after				Apr. 18	6
appliances?	Apr. 11	37	a year?	Apr. 18	2	Mowers — Motor-Mower Snow Thrower	Mar. 28	8
Heat pumps — Universal Appliance Co. sells heat			Sylvania TV — why back orders?	Feb. 15	9			
pumps	June 20	27	TV & Appliance City (Oakland, Calif.) — This TV					
Hi-fi components — program to sell through appliance			dealer made money by going into appliances					
dealers	Mar. 28	12	TV report — "I make more money on color .."					
Hi-fi industry seeks solution to problem of selling			They're grabbing for your share of the appliance					
components to women	Oct. 24	2	dollar	Oct. 24	1	Mowers, Lawn		
Hooper's Store House — they fear 'em apart to sell			Tanne Television does \$150,000 a year in stereo with			ACCO outboard motor and mower is convertible	Mar. 21	4
'em	Oct. 31	8	a mass approach...a class approach			Atlas has purchased the reel mower equipment of		
Hoppensteins of Star TV & Appliance, Baltimore —			Trade and save campaign launched by Westinghouse			Heineke	Aug. 29	7
concentration on one specialty may set pattern for			Wards takes aim at appliance business	Feb. 15	8	Battery-operated electric power mower	Oct. 17	1
future — air conditioners are big business			Washing machines — You can DYE in your washer			Hess Brothers' Versatility in Design and Use awards		
Hotpoint feels out the trade with these 3 "custom			Webb's City, Fla. — "Indoor-Outdoor Exposition" ..	Apr. 4	21	contest winner, outboard mower	Apr. 11	3
trends"	May 9	19	White's City, Fla. — "Indoor-Outdoor Exposition" ..	May 30	22		Apr. 18	6
Hotpoint training dealers' men away from low profit			Werlein's of New Orleans — Stereo doesn't scare us			How will power mower industry's new safety stand-		
items	Jan. 4	2	and we don't let it scare the customers	June 6	18	ards work?	Dec. 5	7
How to go broke in retailing...and 12 ways to avoid it ..			Westclox — blister pack plus the eye'n buy rack	Mar. 21	4	Lawn Mower Institute to meet	Apr. 11	9
How to make money on electronic organs — Pedrini's,			Whaley, Larry of Gamble's point of sale technique —			Mowers face growing pains — Lawn Mower Institute ..	June 20	8
Alhambra, Calif.	Aug. 8	14	Let the appliance talk	Apr. 25	21	Power mower sales: rolling along	June 13	4
How to make money on a sale — check-list guide in			Whirlpool aims at coin-op sales	May 2	3	Retail credit sells mowers	Oct. 31	7
planning your next promotion	July 18	17	White Front Stores — you can make MONEY from			Rotary lawn mower parts kit from Great Lakes		
Hubschman, H. — discount — 55 products for 100			leased departments	June 13	21	Tractor	Apr. 25	12
dealers	May 30	1	White's, N. M. — they made a business out of			Safety looms as mowers' problem	Oct. 17	1
Japan's invasion of the electric housewares industry —			housewares	Apr. 11	30	Safety — can a seal sell safety?	Oct. 17	8
report	Apr. 11	15	Wilmington Appliance Co. — "For us reconditioning is			Sales outlook for 1960 good despite failing sales for		
			a \$50,000 a year business"	Nov. 7	24	first nine months	Sept. 5	7
			Woolworth president says competitors "won't beat us on			Soaring sixties not sagging, says Toro	Oct. 10	8
			price"	Nov. 14	7	Spring is here! Can mower sales be far behind?	Apr. 18	1,7

Music Show

Stereo sets a fast pace.....	July 11	1
How to be a success at the Music Show.....	July 11	26
How you can survive successfully.....	July 11	28
List of exhibitors.....	July 11	28

N

Nashville Electrical Dealers Association — Elections	Jan. 4	83
National Alliance of Television and Service Associations — CBS Electronics 'consumer relations' earns award.	Aug. 15	32
National Appliance Parts Manufacturers Assn. — Adopts new seal	Oct. 17	48

National Appliance & Radio-TV Dealers Assn.

Best Toledo store ad to win scholarship to 1960 retail marketing school.....	June 6	3
Pinkstaff, Gail K. New director has ideas for future.....	Apr. 4	7
National Appliance Service Assn. — Can manufacturers aid service by simplifying product design?	May 9	7
National Appliance Technical Conference — Brooker, R. E. of Whirlpool defends "planned obsolescence".....	May 23	3
National Assn. of Discount Department Stores — Takes stand on questions of fair trade and unreasonable Sunday closing	Mar. 21	4

National Assn. of Electrical Distributors

52nd annual convention — "Let's Make Some Money" carryover theme.....	Feb. 22	2
52nd annual convention — "This Week" sets up booth to tell how to move goods fastest.....	June 6	8
Lipsch of Dormeyer: 'Wholesaling can be healthy again'.....	May 16	10

National Association of Home Builders

Annual convention — money, mortgages, merchandising.....	Jan. 18	20
Chicago show.....	Jan. 25	2
NAMM — Organ market tops.....	July 18	7
National Assn. of Musical Merchandise Wholesalers — Panel — Where do we go from here?	June 20	16

NARDA

AHLMA tries its hand at cleaning up the ads — advertising "code".....	June 27	1
Behind ad push to sell 1960 refrigerators.....	Sept. 26	2
Central service statement.....	Apr. 25	2
Convention listens to the experts.....	Jan. 11	10
Convention opens and then questions start.....	Jan. 4	6
Creative Retail Salesman of the Year contest to start Sept. 1.....	Aug. 29	4
Industry awards NARDA grants.....	Aug. 8	2
McMullin, Carroll D., new president.....	Jan. 11	10
Members decide on what should be included in '61 convention.....	Nov. 28	2
NARDA School — dealers question price cuts, relations with manufacturers and distributors.....	Aug. 22	1
1959 cost of doing business survey — '59 profits, 2.24%.....	June 20	8
1961 Chicago convention — Friday Jan. 13 to Sunday, Jan. 15.....	July 4	8
Refrigerator trade-in campaign launched by Miss America at Jefferson Super Store.....	Nov. 14	2
Refrigerator trade-in promotion — manufacturers line up.....	Oct. 3	2
Refrigerator trade-in promotion — dealers climb aboard bandwagon.....	Nov. 28	2
Refrigerator trade-in promotion — reaction of dealers to campaign failure.....	Dec. 26	1
School of Management will hear Earl Kintner.....	July 25	8
Service school convenes.....	Mar. 21	4
Sixth annual Institute of Management Industry execs turn professor.....	Aug. 15	2
Sixth Institute of Management — most frequently asked question — 'How do you make a buck?'	Aug. 15	2
Sixth Institute of Management warned by FTC "Raise your standards or face new laws".....	Aug. 15	1
Starts Institute drive.....	June 13	35
Stresses ideas at Northwest Ohio appliance-TV dealers sales conference.....	June 6	2

Trade-in refrigerator promotion nets all but 3.....	Oct. 17	2
NATESA — Licensing systems draw notice at convention	Aug. 29	3
National Association of the House-to-House Industry — Developing new look to meet changes in market.....	Feb. 15	4
National Assn. of Retail Grocers — Kelvinator will join with NARGUS for grocery product promotion.....	Mar. 14	52
National Assn. of Wholesalers — Film "The Devil to Pay" shows necessity for middlemen.....	Feb. 15	52
National Automatic Laundry and Cleaning Council — New organization will develop standards for coin-ops.....	Oct. 31	2
National Better Business Bureau — President Willson lambastes brown goods servicing, cites long list of consumer, dealer gripes.....	Oct. 17	46

National Electric House Heating Exposition and Symposium

Electric house heating growing but what's in it for the dealer?	Mar. 28	3
Exhibitors requests roll in.....	Feb. 15	3

NEMA

AHLMA tries its hand at cleaning up the ads — advertising "code".....	June 27	1
Electric ranges are closing the gap, range section says.....	Mar. 7	10
Inducts firms into its membership.....	Feb. 15	52
McGraw award presented to N. J. MacDonald at annual meeting.....	Nov. 28	8
Refrigerator-freezer package.....	May 2	14
Refrigerator size battle: net versus gross.....	Aug. 1	3
Single agency to handle all consumer products — Sumner Rider & Associates appears to be winning.....	July 18	2
Single public relations agency selection — NEMA asks for ideas.....	July 25	2
Sumner Rider & Assoc. III handle 1961 publicity and promotions.....	Aug. 15	2
Tackles industry forecasting problems.....	Sept. 26	1
34th annual meeting tells of feats.....	Oct. 3	7
To cooperate with EEL in dishwasher promotion.....	Feb. 15	4
Tries out its new look.....	May 30	4
Tries to wrap up a single big package.....	June 6	8
Unified promotion for all products.....	June 13	4
National Foreign Trade Convention — Expand trade abroad, or else, government officials tell U. S. businessmen.....	Nov. 21	3
National Furniture Manufacturers Assn. — Survey shows furniture sells in '60.....	Sept. 5	2
National Hardware Show — Karting: business that's up for grabs.....	Oct. 17	8

NHMA

Chicago will be site of industry's two events in 1961.....	May 2	14
Chicago's new exposition hall.....	Apr. 11	4
Exhibit move — It's fine say the buyers.....	May 23	4
Exhibitors at 1960 show to get another refund.....	Nov. 14	7
Nationwide business survey points the way.....	June 20	10
1961 exhibition dates set.....	Mar. 14	8
No connection with any trade show other than National Housewares Exhibit in January and July.....	Aug. 1	8
33rd Housewares Show termed the best.....	July 25	6
"National Housewares Directory" — Purchased by EM Week.....	Jan. 11	1

National Housewares Show

Does the housewares industry face invasion?	Jan. 18	3
Will there always be two housewares shows?	Jan. 18	4
National Industrial Conference Board — Speakers give vote of confidence to the '60's.....	May 30	10

National Institute of Wood Kitchen Cabinets

Kitchen class: the essentials.....	Apr. 4	8
Sets new pitch, school, standards.....	Nov. 7	8
National Premium Buyers Exposition — Chicago show.....	Apr. 11	3

National Research Bureau

"NRB Retail Advertising & Sales Manual".....	July 25	13
Retail aid and promotion ideas.....	July 25	13

National Retail Merchants Assn.

Convention shows: retailers are awakening.....	Jan. 18	2
Convention urged to tell the truth by FTC head, E. W. Kintner.....	Apr. 11	8
Dealer survey helps you plan Christmas selling schedule.....	Oct. 3	26

Fabric care markings.....	Nov. 7	16
"The home as the nation's new status symbol" is theme for Sixth Annual Home Furnishings Conference.....	Mar. 28	7
49th annual Convention.....	Jan. 11	58
Legislation — recent decisions affect you and new legislation promises to be even more restrictive.....	Nov. 7	38
Lobby to keep retail stores exempt from any new minimum wage legislation.....	Nov. 14	6
Protesting Post Office Dept. ruling requiring self-mailers be sealed on all four edges to get third-class mail rates.....	Sept. 5	4
Resolutions demand less government interference.....	Jan. 25	4
Sixth Annual Home Furnishings Conference — speakers hit at "outdated" retailing rules.....	Apr. 11	4

National Rural Electric Cooperative Assn.

18th annual meeting.....	Mar. 7	2
Medallion Home promotions push.....	Oct. 17	15
More development of rural areas of America.....	Mar. 14	60
National Super Market Non-Food Exhibit — Chicago show	Apr. 11	3
National Toy Show — Chicago show.....	Apr. 11	3

National Wiring Sales Conference

Dealer-contractor teams advocated for mutual gain.....	Mar. 7	3
16th annual meeting in Philadelphia.....	Feb. 29	4
Negro Market — Westinghouse going after Negro market.	Jan. 4	79

Netherlands

DRAKA's new "anti-interference" cable.....	Apr. 4	6
Resin for stove enamels has been developed by Kunststoffsabrik Synthese.....	Feb. 29	4
New York High Fidelity Music Show — Opens Sept. 6.....	Apr. 11	10
New York Housewares Show — Plans to hold show at N. Y. Coliseum.....	May 23	4
New York Premium Show — Premiums gain again.....	Sept. 19	2
New York Toy Fair — Predictions for 1960 Christmas toys.....	Mar. 14	2
New Zealand — Seeks U. S.-made electrical appliances.....	Oct. 31	6

Northern California Electrical Bureau

Biggest local-level appliance promotion campaign kicked off by NCEB and Pacific G&E.....	Feb. 1	3
Freezer campaign — nine ways to make a good promotion better.....	Dec. 5	17
Northwestern Ohio Appliance and Television Dealers Sales Conference — Set for Wednesday in Toledo, Ohio	May 30	2
Nuvistor — Look what's happened to the tube.....	Sept. 12	20

Operating Costs, Dealers

"Haul it yourself" is the byword at Electric Appliance Co., Ga.....	Mar. 7	16
Zemel Bros. — they're making money their own way.....	May 2	16

Organs

Chord organ mystery in Chicago: what's the magic ticket and number?	July 18	8
Del Padre, Lou, retail operation expanded into "department store" for home entertainment — organs and pianos 22% of sales.....	Aug. 1	14
Electro-Voice, Inc. unveils electronic organ.....	Mar. 7	6
Magnus electronic organs — sales study.....	May 9	27
Music Show exhibits.....	July 11	3
NAMM Clinic; organ market tops.....	July 18	7
Pedriani — Calif. — How to make money on electronic organs.....	Aug. 8	14
Portable chord organ leaders Magnus and Concert exhibit at Music Show.....	July 11	2
Portable organs gaining as quality sales items.....	Oct. 3	72
Stereo reverberation sound developed by Hammond may appear in portables, hi-fi rigs.....	July 4	2
Stradolin (Italy) shows chord organs at N. Y. Trade Fair.....	May 9	8
Osaka International Trade Fair — Ampex International will show its wares.....	Mar. 14	54

Outdoor Cooking Equipment

Christmas idea: barbecue for father.....	July 18	2
Grant Public Utility District oil-electric patio party shows.....	July 18	6

P

Packaging — Sylvania packaging scores in competition.....	Dec.	5	2
"Parents Magazine" will test new household appliances in "Homemaking Center".....	May	2	10
Parts			
Brackwell says "Selling parts pays two ways".....	Apr.	11	40
Depots will sell parts for Chrysler Airtemp.....	Apr.	11	8
Parts jobbers see chance for ties to manufacturers.....	May	23	8
Philadelphia Electrical Assn. — Officers re-elected.....	Jan.	11	58
"Philadelphia Inquirer" — "Delaware Valley Shopping Centers" — new book gives shopping areas and patterns.....	Feb.	15	6
Photographs			
Columbia: "We are marketers".....	July	4	4
Delmonico plans to bring in combo TV-stereo-radio-photograph from Japan.....	Sept.	19	18
EIA will promote music alone.....	Feb.	15	3
Phono pros strain for \$60 stereo.....	July	18	7
RCA 7-inch 33-rpm disc opens way for single speed changer.....	Nov.	28	2
Plastic			
More plastics coming for appliance industry.....	Feb.	15	13
Polypropylene for housewares.....	Aug.	8	7
Plumbing Merchandising			
City Plumbing & Appliance Co. of Miami, this plumber sells TV-stereo.....	Oct.	10	17
In-Sink-Erator Mfg. will recruit plumbing contractors as authorized merchandising display dealers of garbage disposers.....	Nov.	28	4
Poland			
Chicago's International Trade Fair.....	June	20	1
Expansion of radio and television in prospect.....	May	16	2
Plans for marketing of TV sets.....	Feb.	8	4
Radio industry output set.....	Aug.	15	3
Polishers — G-E's home polisher: a general purpose tool.....	Nov.	14	2
Polishers, Floor see Floor Polishers			
Porcelain Enamel Institute			
Low price porcelain — goal: one-coat process.....	Feb.	1	3
New symbol for "Project Rainbow" developed.....	Feb.	8	4
Premiums			
New York Premium Show — increasing importance of premiums shown.....	Sept.	19	2
Norge's Christmas premium — poodles.....	Nov.	7	2
Prices			
Admiral's 1961 line will go without factory suggested list prices.....	Nov.	14	3
Can opener sales soar but prices fall.....	Oct.	24	8
Combo — Easy's price appeal.....	Jan.	11	4
Dealers at NARDA School protest manufacturers price cuts.....	Aug.	22	1
Douglas bill may mean your price tags may have to tell more.....	Apr.	4	1
Food costs more, cooling less — Price tags on Norge refrigerators.....	May	16	7
Frigidaire gives box "allowance".....	July	25	8
GE reverb won't up price.....	Sept.	12	3
GE's 4% increase in motor prices.....	Dec.	21	3
German manufacturer reduces houseware prices.....	Feb.	8	4
German manufacturers reduce prices on small appliances.....	Feb.	15	2
Germany — strong cartel controls the prices of radio and television Dataline: Europe Laurence Wray.....	Aug.	8	12
High price level becomes apparent.....	Jan.	11	4
Hotpoint servicemen now carry a manual which lists prices on all jobs.....	Feb.	29	3
Household appliances — Canadian prices have been decreasing.....	Mar.	7	41
Japan's radio market hit by price plague.....	July	25	1
Japanese transistor TV — \$225 to be U. S. price.....	Jan.	11	4
Johnson Bros. — who says you can't sell at list price?.....	Oct.	10	20
Laundry prices — will they follow refrigerators.....	Aug.	8	1
Low-end prices set the pace at winter housewares show.....	Jan.	18	3

Macy's 1958 centennial celebration — FTC charges "unfair competition".....	May	16	3
Maytag: "Hold that price line".....	Feb.	22	26
Refrigerator prices — nowhere to go but up.....	July	18	1
Refrigerators — five manufacturers drop prices to meet GE levels.....	Aug.	1	2
Refrigerators — what's in the cards for 1961 lines?.....	Sept.	12	1
Remington Rand Shaver Div. says prices are wrong.....	June	27	26
Robinson-Patman Act			
Are some sales promotions illegal?.....	Feb.	1	4
Will U. S. crack down on 'unfair' pricing?.....	Jan.	25	1
Sears summer sales book brings cut in appliances, TV, mowers.....	May	2	4
Stereo consoles active at \$25-\$50 less.....	July	18	8
Sylvania announces factory price increase on 23-inch 1961 TV sets.....	Sept.	5	4
This commission system works — Haesloop & Sons, N. Y.....	Apr.	18	21
Transistor radios from Japan — prices dive.....	Sept.	5	2
Transistor radios: U. S. narrows the price gap.....	Oct.	17	3
Wards chops from \$15 to \$100 on white, brown goods tickets.....	Nov.	7	8
Washers cost less but do more than they did ten years ago.....	Aug.	22	8
Weise Co. finds that shoppers prefer low prices to long guarantees.....	Nov.	28	3
West German television prices drop.....	May	16	2
Western Market buyers await price breaks.....	Aug.	1	3
Woolworth president says competitors "won't beat us on price".....	Nov.	14	7
Private Label			
Distributors and retailers discuss PL growth.....	Dec.	26	3
Goldblatt's revives private Vision Master TV label.....	Dec.	5	2
Prizes			
California contest offers prizes for salesmen — Northern California Electric Bureau and co-sponsor Pacific G&E.....	Sept.	12	13
Maryland chicken farmer wins transistor radio contest with unusual use of radio.....	Nov.	21	4
National Assn. of Retail Grocers has drawing for Kelvinator freezer-refrigerator.....	Aug.	22	10
Packard Bell prize — round-the-world trip.....	Sept.	19	2
Recipe for selling brings R. M. Dempsey of Sharpe's Appliance Store \$500 prize.....	Jan.	11	10
Public Relations			
EIA to give home electronics public relations treatment.....	Oct.	3	3
NEMA asks for ideas for single public relations agency.....	July	25	2
NEMA selecting single agency to handle all consumer products — Sumner Rider & Associates in the lead.....	July	18	2
Public Utilities Advertising Assn. — Convention — "Look" awards go to four utilities.....	June	6	42
Puerto Rico — White, R. L. of American Hardware Corp. — wants to manufacture in Puerto Rico.....	Apr.	4	12
Purchasing Agents Assn. of Chicago — Electronics-Electrical Commodities Group hears Admiral VP, M. Sheridan.....	Nov.	14	2

R

Radio

Admiral unveils 7-transistor radio.....	Feb.	15	3
Citizens Radio Band: party line for profits?.....	Feb.	29	2
Clairemont of Canada plans tightest franchising yet for stereo-radio combo line.....	Aug.	15	7
Delmonico plans to bring in TV-stereo-radio-photograph combo from Japan.....	Sept.	19	18
FM bandwagon is starting to roll.....	Aug.	1	1
FM stereo — FCC enters final lap in search for standards.....	Oct.	31	2
FM tube receiver market — Japanese climb aboard.....	Aug.	8	3
The fall season shows a promise — Mort Farr says.....	Sept.	5	12
G-E makes smallest transistor in U. S.....	Aug.	29	6
Germany — strong cartel controls the prices Dataline: Europe Laurence Wray.....	Aug.	8	12
Hitachi's stereo combo.....	Nov.	7	6
Hungarian sets finding wide market.....	June	20	54
Impact of electronics on consumer market — And after TV? From blue skies a rosy future.....	Nov.	7	1
India manufacturers plan to mass produce cheap models.....	June	20	54
Japan lowers export floor price on transistor radios.....	Apr.	24	6
Japan may retain check price on transistor radios exported.....	Dec.	7	25

Japan to reopen transistor radio exports.....	May	30	7
Japan will add by transistor radio to export quota.....	Aug.	8	2
Japanese quota working? Exports lead '59.....	Aug.	1	2
Japanese quotas shake import radio mix.....	July	18	8
Japanese radio imports up again.....	Oct.	24	3
Japanese transistor radio manufacturers afraid a quota system is in the offing.....	May	2	3
Japanese transistor radios — Britain ups imports.....	Aug.	1	3
Japanese withhold approval of transistor exports.....	May	16	7
Japan's Hitachi two-band all-wave radio.....	Aug.	8	21
Japan's radio market hit by price plague.....	July	25	1
M & M TV sells new radios to replace old ones — then destroys old ones.....	Aug.	22	22
Market study.....	Jan.	18	42
Maryland chicken farmer wins "Radio Reaches Everywhere" contest.....	Nov.	21	4
Mexico's Radio Impulsora Mexicana readies seven-transistor radio.....	Feb.	15	10
MITI order cuts off potential supply of 296,000 Japanese transistor radios.....	Oct.	10	2
Motorola's portable transistor no longer Japanese.....	Sept.	26	2
'60 production continues ahead.....	Dec.	26	4
'60 production shows healthy gain over '59.....	Nov.	28	4
Philco radios for the U. S. — but made in Great Britain.....	Dec.	5	3
Pocket radio from Germany.....	Aug.	8	21
Poland sets industry output.....	Aug.	15	3
Polish expansion in prospect.....	May	16	2
Polish manufacturer in trouble — 84% of radio model shipments unusable when delivered.....	Apr.	25	4
RCA presents new fall line.....	Aug.	29	3
Sales figures see under Statistics			
Solar radio — Indian firm Electronics Ltd. considering manufacture in collaboration with Sun Electric.....	Oct.	10	32
Stereo FM ok seen by Jan. 1.....	Aug.	29	2
Stereo FM programs — will lack of programs prove stumbling block?.....	Sept.	12	3
Stereo radio — multiplexing, what it is, how it works.....	Aug.	29	3
Stereo radio fight — industry's committee dissolves itself after FCC refuses to take over.....	Feb.	22	2
Stereo radio tests over, multiplexing gets nearer.....	Aug.	22	2
Stereo radio: tomorrow's look?.....	Sept.	5	8
Toshiba scores with new transistor shaped like a baseball.....	Nov.	28	7
Toshiba transistor radio dealers' mailing kit.....	May	16	4
Transistor radio comes to India.....	Oct.	3	6
Transistor radios from Japan — prices dive, Japan's view: quota working.....	Sept.	5	2
Transistor radio powered by solar battery from Japan.....	Aug.	15	3
Transistor radios: U. S. narrows the price gap.....	Oct.	17	3
Transistor radio upgrade gets boost from Hitachi.....	Oct.	3	2
Transistors — Sony transistor radio can turn itself on or off.....	Dec.	5	2
UHF coming — FCC's Lee tells EIA if.....	Dec.	5	2
U. S. radio situation: up at home, down abroad.....	Sept.	19	2
Zenith urges authorization of "compatible" multiplex FM broadcasting system.....	Mar.	21	8
Radio, Automobile — Granco diversification — FM car radio market eyed.....	May	16	6
Radio-Phonograph			
Combination stereo record player and tape recorder from Japan.....	May	2	4
Germany — two fully transistorized portable battery radio-phonographs.....	Apr.	18	4
Philco's British-built radio-phonograph to be test-marketed.....	Dec.	12	2
Ranges			
Admiral's new range eliminates backslash.....	Nov.	14	1,3
Are electric ranges closing gap?.....	Mar.	7	10
Arizona PS electric range campaign boosts sales 21%.....	Feb.	1	28
Crown's free-stand range looks like a built-in.....	Jan.	4	3
Dial O for oven: baking by phone.....	Aug.	29	2
Dixie's ranges feature automatic devices.....	Feb.	4	2
Do customers prefer 20- or 40-in. ranges?.....	Mar.	21	8
Frigidaire ranges feature "putawayability".....	Apr.	18	8
Frigidaire shows '61 line, backs annual change.....	Oct.	17	3
GE's 1960 range with "Sensi-Temp" — part of Grand Central Terminal Display.....	May	9	4
Hooper's Stove House — they tear 'em apart to sell 'em.....	May	30	16
Hotpoint's oldest range search pulls in leads, leads in 1916 range still in use.....	June	6	2
Hotpoint product must pass these rugged tests.....	Oct.	17	52
Roper free-standing ranges with built-in possibilities. 2,000,000th range on GE's production line — Milestone at Appliance Park, Ky.....	Feb.	22	2
October shipments up 2%.....	Dec.	12	4
Wedgehead-Holly new range — "Kare-Free Kook Center".....	June	20	6
Ranges, Electronic — Electronic cooking: revolution postponed.....	May	30	2
Ranges, Gas			
Norge head urges gas men 'make love to the dealer'.....	Apr.	25	4

Norge's new Gold Star ranges.....	Mar. 21	46
Roper reintroduces staggered top burners on Epicure gas range.....	Oct. 10	3
Tappan range features eye level convenience.....	June 20	6
Waste King Universal free-standing gas range shows contemporary look.....	June 20	6
Whirlpool's new "Blanket-O-Flame" range.....	Oct. 10	1,3

Recorders, Tapes

Chicago Music Show features three tape systems, reel-to-reel, RCA cartridge and MMM cartridge.....	July 11	2
Combination stereo record player and tape recorder from Japan.....	May 2	4
Denki Onkyo Co. claims to have produced smallest tape recorder in the world.....	Apr. 18	4
Germany — West German production up.....	Aug. 1	8
Japan — disc-type recorder.....	July 11	6
Japan shifts export push to tape, TV.....	Nov. 21	3
Li'l Pal, Inc.'s rental department makes money and helps sell new units.....	Jan. 18	26E
Magnetic tape from Servel's Burgess Battery Co. Div. Mahanox reveals new reel-to-reel tape.....	Aug. 22	2
MMM tape cartridge — MMM buys Revere Camera to move tape system now.....	July 25	2
RCA 4-track tape.....	July 18	6
Witt tapes eliminate records?.....	Mar. 28	2
Winter Olympics via Ampex tape.....	Feb. 15	2
Record Industry Assn. of America — Brief, Henry made general manager.....	Oct. 17	48

Records

Diamomatic record vending machine.....	Nov. 21	3
Dealers warned not to sell records made for reviewers.....	Oct. 31	4
Del Padre, Lou, expands retail operation into "department store" for home entertainment — records; traffic at a price.....	Aug. 1	15
Great Britain's sales down 2%.....	Mar. 7	41
RCA 7-inch 33-rpm disc opens way for single speed changer.....	Nov. 28	2
West German record sales down in '59.....	Feb. 29	4

Refrigerator-Freezers

Admiral introduces big duplex combo.....	Nov. 14	3
Amana "Freezerama" promotion.....	June 27	2
Amana's 1961 line has interchangeable wood door panels, ice makers — result of housewife poll.....	Oct. 24	33
England-bound load of Norge "monsters" swings aboard ship.....	June 13	4
Maytag drops refrigeration line.....	Oct. 31	2
MZA market special.....	June 20	4
NEMA refrigerator-freezer package.....	May 2	14
Revco ready with Built-In Combo.....	Jan. 4	3
Westinghouse unveils unit for once-a-week family shopping.....	Jan. 4	4

Refrigerators

AB Electrolux of Stockholm to begin making refrigerators in India by mid-1961.....	June 6	4
Advertising — manufacturers reply to FTC.....	Sept. 12	1
Admiral's 1961 line hits high, low, hard.....	Nov. 14	1,3
Alexander, W. D. Co. — unusual complaint.....	Aug. 15	4
Amana "Freezerama" promotion.....	June 27	2
Amana two-day dealer school.....	Apr. 18	27
Amcor Co. will set up know-how for refrigerator manufacturing in Tel Aviv.....	Mar. 21	8
Battery-operated refrigerator from British G-E.....	Mar. 28	4
Borg-Warner, Kelvinator work to complete arrangements with foreign firms.....	Feb. 8	4
Color ups the trade on trade-ins — two Colorado dealers Simon Hallie and Famous Appliances.....	Feb. 8	16
FTC warns against ads using gross capacity instead of net.....	Sept. 5	2
Five manufacturers drop prices to meet GE levels.....	Aug. 1	2
Foreign appliance makers shown at Trade Fair — small refrigerators from France — Frimatic and Pontiac.....	May 16	29
French manufacturer plans increase in production.....	Aug. 1	8
Frigidaire gives back "allowance".....	July 25	8
Frigidaire shows '61 line, backs annual change.....	Oct. 17	3
G-E's middle model features double door, ice ejector.....	Nov. 28	8
German white goods don't meet demand — Dateline.....	Aug. 22	14
Europe — Laurence Wray.....	July 25	8
Germans begin production in Britain.....	May 30	7
Germans Electrolux exports to U. S. increase.....	Apr. 11	55
Gibson's Frost Clear refrigerator campaign opens.....	Oct. 24	2
Gibson's Hawaii sales jump 74%.....	June 6	8
Gibson launches double campaign.....	Aug. 15	27
Great Britain refrigerator troubles.....	June 20	6
Hotpoint adds refrigerators to line.....	Jan. 11	4
Insulation — Norge and Hotpoint trade harsh words.....	Nov. 21	3
Japanese aim at small refrigerators.....	Feb. 8	6
Kelvinator lengthens spoilage warranty.....	Dec. 26	2
Kelvinator replaces instruction books with use-care cards.....	Oct. 31	2
Maytag drops refrigeration line.....	Sept. 26	2
NARDA behind ad push to sell 1960 refrigerators.....	Nov. 28	2
NARDA's trade-in promotion — dealers climb aboard bandwagon.....		

NARDA trade-in promotion nets all but 3.....	Oct. 17	2
NARDA trade-in promotion — reaction of dealers to campaign failure.....	Dec. 26	1
NARDA's trade-in promotion — manufacturers line up.....	Oct. 3	2

1961 lines — what's in cards for next year's refrigerators?.....	Sept. 12	1
Norge price tags show food costs more, cooling less.....	May 16	7
Norge shows new 11 cubic foot gas refrigerator.....	Jan. 4	4
Prices — nowhere to go but up!.....	July 18	1
RCA Whirlpool prices — correction.....	Aug. 8	2
Scatzo, Vincent, gives 6 reasons why Danbury Refrigeration, Inc. sells 300 refrigerators a year.....	Mar. 7	22
Sears catalog defines problem — customers want more size for a dollar.....	July 11	8
Size battle: net versus gross.....	Aug. 1	3
Thermoelectric cooling — Japanese and British experimental devices.....	Nov. 14	2
Thin-walls — are they catching on?.....	May 9	1
Trade-in campaign launched by Miss America.....	Nov. 14	2
Whirlpool features double doors and No-Frost in '61 line.....	Oct. 31	8

Refrigerators, Gas

Flameless gas refrigerator from Norco.....	Oct. 10	1
Flues for gas refrigerators — N. Y. C. Bd. of Health ruling.....	Nov. 21	2
Sears adds Whirlpool-built gas refrigeration for a test.....	Oct. 17	7
Whirlpool's gas refrigerator.....	Jan. 25	2

Renting Appliances

Dishwasher rentals pushed in Chicago ads.....	Feb. 8	6
Massara, Al. Colo. — He built a TV business around rentals.....	Apr. 18	18
Randolph, William of Albuquerque — He nets \$5,000 a year in rentals alone.....	May 16	14
"Rental Service Unit" — how you can turn wasted space into hard cash.....	Dec. 5	8
Why not rent tape recorders? Li'l Pal Inc.'s rental department makes money and helps new units.....	Jan. 18	26E

Replacement

Danmon gives "replacement guaranteed" warranty in only 87 words.....	Jan. 25	3
Westinghouse executive says replacement market offers big opportunity for dealers.....	Feb. 29	7

Research

Consumer product-rating reports: who reads them, follows them?.....	Feb. 22	4
Ferro porcelain enamel research house in miniature.....	Apr. 11	2
Hotpoint products must pass these rugged tests.....	Oct. 17	52
Telephones of near future will change your business.....	Nov. 7	14

Relaxerie

GE rotisserie broiler.....	June 13	6
NuTone designs barbecue-rotisserie for indoor use.....	Oct. 31	4
Roto-Broil coming back with "revolutionary" broiler.....	Sept. 12	2
Roto-Broil's revolutionary new electronic broiler — manufacturers skeptical.....	Sept. 19	8
Rubber — Devcon Rubber for repair.....	May 16	4
Rumania — Plans major increase in appliance production.....	July 11	40
Rural Electrification Administration — Reports more electricity used on farms last year.....	Aug. 8	26
	July 25	8

Russia

Appliance industry production figures.....	Mar. 14	3
Experimental color TV programs.....	July 25	8
Installation buying up.....	May 2	3
Production.....	May 2	3
Scientist invents plastic transistor.....	Mar. 14	3
Three-dimensional color TV.....	Feb. 8	4
Three-year trade pact with Japan.....	Mar. 14	3
"Wallpaper" with built-in heating units.....	Feb. 15	2

S

Safety

Air purifiers — why is Washington worried about purifiers?.....	Dec. 5	4
Are Japanese products safe?.....	Nov. 14	2
Flues for gas refrigerators — N. Y. C. Bd. of Health ruling.....	Nov. 21	2
Lawn mowers — how will new safety standards work?.....	Dec. 5	7
Lawn mowers — safety looms as problem.....	Oct. 17	1
Can a seal sell safety?.....	Oct. 17	8

Sales Contests

California contest offers prizes for salesmen — Northern California Electric Bureau and co-sponsor Pacific G&E.....	Sept. 12	13
Cory Corp. sales staff — four members win awards.....	Feb. 8	6
Ekco-Flint's salesman of the year — Howard Fossett.....	June 13	6
Gibson-paid jet vacation to Hawaii winners.....	Mar. 14	3
Grundig-Majestic — Chicago beauty contest.....	Aug. 1	8
Maryland chicken farmer wins "Radio Reaches Everywhere" contest.....	Nov. 21	4
Minnesota Electric Cooperative — winter doesn't chill hot promotions.....	Feb. 22	6
Motorola's People-To-People tour includes North African stop at Tangiers.....	Nov. 14	3
Westclox' salesman of the year — Edward Almstedt.....	Dec. 26	4

Sales Contests, Dealers

"Brand Name Retailer-of-the-Year" contest — competition down to 571 "finalists".....	Feb. 8	3
Ben Hur dealers — "Photo Sweepstakes" and "Bakers Dozen" contests.....	May 23	14
Creative Retail Salesman of the Year contest to start Sept. 1.....	Aug. 29	4
Dormeyer's sweepstakes winners take scholarships.....	July 18	2
G-E's "Be a Weatherman Contest" — two heating central dealers servicemen guess best.....	Mar. 14	3
Gibson offers winners Hawaiian holiday.....	Mar. 7	8
Gibson's Hawaiian bell-ringer brings problem of accommodating 9000 dealers.....	Oct. 24	2
L&S Distributors offer chance to win second honeymoon — TV promotion.....	May 9	28
Lewyt Corp. contest — "The Minkathon".....	Feb. 8	4
Quicfrez contest — if you can hit 1,000 it's "on to Acapulco".....	Mar. 28	7
Raytheon competition to find oldest operating tube.....	Aug. 29	4
Trip-takers getting harder-pressed for time to mind the store.....	Nov. 14	8
Whirlpool dealers receive MG Sportscars.....	Apr. 4	38

Sales figures see under Statistics

Sales Help

Commission system that works — Hoestlop & Sons, N. Y.....	Apr. 18	21
Credit buying — here's how to sell it to consumers.....	Feb. 29	31
A dealer salesman says — "Be on the lookout for these chiselers".....	Apr. 25	12
Can anybody here use a "special" I'M stuck with?.....	Nov. 21	11
"Dags" Some of 'em are my best customers'.....	Jan. 4	57
"Don't be fooled by a glib phony".....	Sept. 19	14
How about a lions club for sales managers?.....	Feb. 8	37
"I use customers for runners".....	Mar. 21	30
"Is any sale ever really impossible?".....	July 11	24
"My luck changed when the pigeon hit me".....	Feb. 15	60
"Sell your friendship and sell merchandise".....	Aug. 15	28
Selling those teen-agers can make you an old man.....	Oct. 17	11
"Something for nothing is what they want".....	June 6	20
Discounter's gimmick: free lifetime service.....	Mar. 7	2
Distributor salesman says.....		
Dealers speak a strange language.....	July 11	40
"Need a magic trick? All you have to do".....	Apr. 18	12
This industry has a secret: it's the almighty knob.....	Dec. 26	18
"Who needs pills if he has money?".....	Mar. 14	20
Frigidaire's human-centered selling session for Polk Bros. salesman.....	Apr. 4	8
Marcus, H. I. salesman of El Paso, Tex. sets pace of a freezer a day.....	June 6	50
Oliver P. Gately says.....		
"Brown goods talk can be double-talk to the housewife".....	Aug. 22	18
"Disciplined difference is the key to lasting success".....	June 20	12
"Do you know about the teen market?".....	Jan. 18	91
How to sell those teen-agers.....	Feb. 29	10
"Mr. Dealer: You can't get along without women".....	May 2	6
"Watch your language selling appliances to those housewives".....	July 18	18
"Women are somewhat like elephants".....	Apr. 4	18
"You don't know all about women".....	Sept. 26	35
How good a salesman are you? Try these questions and see.....	June 20	20
Let your customers be your shoppers.....	Feb. 15	45
"Meter money" buys goodwill at Hopkins-Smith.....	Mar. 7	16
"Philadelphia Inquirer" — new book "Delaware Valley Shopping Centers" covers major shopping areas and patterns.....	Feb. 15	6

Sales Promotion

Adam, Meldrum & Anderson — newspaper advertising to promote single department — 10th annual housewares show.....	Sept. 19	8
Admiral — for junketing dealers, low prices, lots of features.....	Jan. 13	1
Admiral to launch saturation campaign.....	June 11	19
Admiral "Wake-a-Thon" staged in Atlanta by Knapp Television Laboratories and radio station WAKE.....	Apr. 25	10
Air conditioners — winter promotions?.....	Feb. 15	1
Amana "Freezerama" promotion.....	June 27	2
Amana's Freezerama promotion.....	Mar. 14	62
"Best Buys of 1960" brochure.....	Mar. 28	8

Broad Names Foundation winners.....	Mar.	28	8	Roto-Brail coming back with "revolutionary" broiler	Sept.	12	2	Toshiba dealers' mailing kit.....	May	16	4
Chrysler Airtemp air conditioning push.....	Apr.	11	51	Schick readies shaver push.....	Aug.	8	7	Von Zandt Supply Co.'s steel strike promotion worked in mining area.....	Feb.	8	34
Chrysler Airtemp's slugfest promotion in final stage — The World Series.....	May	16	7	Seors adds Whirlpool-built gas refrigerator for a test. Seors, Ruebeck & Co. — sales of home furnishings and appliances did not measure up to expectations.....	Oct.	17	7	Women as prospective customers — salesman must sell the woman instead of the appliance.....	Oct.	10	14
Coast dryer campaign counted on rainy season to boost sales.....	Jan.	4	83	Swing-A-Way salesmen present manager with trip to Jamaica.....	Aug.	29	7	San Francisco Gift, Housewares and Toy Show — Spot- light: barbecues, can openers.....	Feb.	15	2
Columbia: "We are marketers".....	July	4	4	Sylvania 400-man distributor show in Mackinac Island, Mich.....	June	13	8	School Merchandising			
Can Edison's dryer promotion — a rainy day is great.....	Feb.	15	13	Television campaign, "Operation Snowball," launched by Corning.....	Dec.	26	2	AHLMA 14th National Home Laundry Conference looks at school appliance plans and teaching techniques.....	Nov.	7	2
Can Edison enlists 279 N. Y. stores in special pro- motion for dishwashers.....	Aug.	15	17	Television RCA color-TV promotion — fashions in color.....	Aug.	8	32	Are school plans worth the trouble?.....	Sept.	26	3
Can Edison's 1960 cooperative sales promotion cam- paign: "Big 3 for '60".....	Apr.	4	17	Union Electric's promotion plans.....	Mar.	7	4	Educators in Branson, Mo., taught about electric aids.....	Sept.	5	3
Co-op				U. S. Steel prototype "Steelmark Days" promotion of consumer products.....	July	4	4	Houston L&P furnishing free ranges to home econom- ics departments of schools.....	Apr.	4	17
Nashville Electric Service and Nashville Electrical Dealers Assn. promote air conditioning.....	July	18	20	Utility promotions: bigger than ever.....	Oct.	10	12	What's behind G-E's plan to help schools buy education TV sets?.....	Mar.	14	
Weber campaign — Graybar, utilities and dealer combine to carry Norge campaign pitch in C. A. with pointed windows.....	Mar.	14	8	Weber campaign features tie-in with Arthur Murray Dance Studios.....	Feb.	8	3	Seasonal Selling			
Cory dealers' bonus kicks off national consumer ad campaign.....	Mar.	7	3	Westinghouse chalks up order at hi-fi and TV show.....	Oct.	31	2	Baseball's World Series boosts TV sales in Pittsburgh Christmas business can be big business.....	Oct.	24	16
Cory Corp. using "personal touch" in national adver- tising and "quality" angle to push fans.....	Apr.	25	7	Westinghouse launches sales blitz on its spotless coffee-maker.....	Feb.	15	6	Xmas sales for shoppers up, but prices shaky.....	Aug.	29	7
Dominion Electric's new approach for new products.....	June	27	3	Westinghouse pizza party.....	June	13	2	Coast dryer campaign counted on rainy season to boost sales.....	Jan.	4	83
EAI Sales Conference — new attitudes sprout.....	Apr.	11	8	Westinghouse — 400 calls say business is better.....	July	18	6	Early promotion plans beat Christmas rush.....	Oct.	3	36
EIA will promote music alone.....	Feb.	15	3	Westinghouse promotion for "Spinjet" vacuum cleaner.....	Apr.	4	8	How good will Christmas business be?.....	Oct.	3	1
Electric wiring: how do you promote it?.....	Feb.	1	10	Westinghouse radio-TV division — how to inject some life into a problem division.....	Feb.	29	4	Make your Christmas ads sell for you.....	Oct.	3	13
Entertainment				Whirlpool's telephone sales campaign.....	Apr.	11	9	Now is the time to start Christmas selling.....	Oct.	3	26
Gibson's touring hula girls hit Jim Hines, Grand Rapids, Mich. store.....	June	6	2	White plans to double sewing machine sales.....	Aug.	22	11	"Outdoor living products" — good old summertime starts in January.....	Jan.	18	4
Stellar's international music fair folds after two days Gibson's — six-week target — \$1 million in sales.....	Dec.	7	3	Zenthi — can a shoe add up to sales of 1.25 million sets?.....	June	13	1	Price ads mark '60 Christmas promotion.....	Nov.	28	1
GE's "Dealerama" will carry full housewares line to dealers across U. S.....	Apr.	11	4	Sales Promotion, Retail				Small appliance makers plan for Christmas gift sales.....	Nov.	28	3
GE gives winner of "The Texas" race trophy.....	May	30	10	Affinity's Quality Food Market, Calif. — ties in with Ringling Bros. Circus in Norge freezer demonstration.....	July	11	2	Service			
GE's "Golden Value Train" — month-long retail promotion.....	Apr.	4	3	Amana dealers in Chicago stock freezers with real food — sales are up 15 to 20%.....	Sept.	12	33	Admiral survey determines appliances' service needs.....	Oct.	31	2
GE intra-divisional sales campaign competition award it replica of 1910 Tin Lizzie.....	Apr.	25	3	Antiquated junk refrigerators painted in garish hues pull customers right off the highway — Idea Digest.....	Jan.	4	23	ARK Radio-TV rig saves \$12 each time color TV chassis is serviced.....	July	11	36
GE light bulb sales push.....	July	11	6	Arizona PS electric range campaign boosts sales 21%.....	Feb.	1	28	APA looks past California's borders at third convention.....	May	30	11
GE's 1960 bulk sale with "Sensi-Temp" — part of Grand Central Terminal display.....	May	9	4	Ash Sales — giant giveaway of frozen dinners pro- motes freezers.....	July	18	19	APJA approves nationwide serviceman training.....	Oct.	24	8
GE promotion for "Black-Daylight" TV picture tubes.....	Feb.	22	3	Burghardt Radio combines closed-circuit TV and pic- ture-in-a-minute photograph in unique promotion.....	Oct.	17	51	Are you paying servicemen or parts-changers?.....	Feb.	29	18
Gibson chooses Panama for '61 run for dealer incentive.....	Sept.	12	2	California's biggest local-level appliance promotion campaign kicked off by NCEB and Pacific G&E.....	Feb.	1	3	BBB boss lambastes brown goods servicing, cites long list of consumer, dealer gripes.....	Oct.	17	46
Gibson's Frost Clear refrigerator campaign opens.....	Apr.	11	55	Electric clock displays should be kept moving — Idea Digest.....	Jan.	4	23	Brockwell says.....	Aug.	29	18
Gibson sponsoring Hawaiian airlift and program to get dealers in good buying mood.....	Sept.	5	3	Fedders' 1960 trip program.....	Apr.	18	8	"Clerks can time orders for service".....	July	4	12
"Grand International Dog Biscuit Bakeoff".....	Aug.	15	4	GE's air conditioning dealers giving exclusive de- signer dresses during April.....	Apr.	18	3	Handle parts sales quickly.....	May	16	30
Hotpoint's "Carnival of Values" promotion for next three months.....	Apr.	4	3	GE's "Cue-etie" timeliness — salesman sell four clocks, get one.....	Apr.	4	3	How to tick those peaks and valleys in service.....	Nov.	28	20
Hotpoint's oldest range search pulls th leads — quest finds 1916 range still in use.....	June	6	2	Georgia dealer uses mule to stir sales — Idea Digest.....	Jan.	4	23	"Keep in touch with repairmen".....	Oct.	3	66
IHFH predicting \$70 million year for hi-fi components industry — where's \$300 million?.....	Sept.	12	2	Gibson goes Hawaii.....	Sept.	26	7	"Keep price lists up to date".....	Mar.	7	14
Kelvinator's "Big Plus" promotion — Miss Phone Quiz Kelvinator's "Big Plus Telephone Quiz".....	Apr.	1	4	Gibson's Hawaiian sales convention — dealers order surprising amount of goods.....	Sept.	19	3	"Selling parts pays two ways".....	Apr.	11	40
Kelvinator plugs freezer plans.....	Aug.	1	4	Gibson's Hawaiian sales convention — dealers order surprising amount of goods.....	Sept.	19	3	"Sensible scheduling assures production" Warning: don't try to repair every brand on the market.....	Oct.	24	10
Kelvinator will join with NARGUS for grocery product promotion.....	Mar.	14	52	Health and beauty aids — dealers mull sales.....	Sept.	26	8	"You save money by labeling parts".....	Feb.	1	20
Landers, Fry & Clark — the faces are different, so's the pitch.....	July	4	6	Hotcakes help move Norge units for Lima, Ohio's South Side Plumbing and Heating.....	May	30	7	Burnouts on too many appliance motors?.....	July	11	53
Lawn mowers safety problem — can a seal sell safely?.....	Oct.	17	1,8	How to make money on a sale — check-list guide in planning your next promotion.....	July	18	17	California appliance servicemen take test for certification.....	Sept.	26	6
Magnavox N. Y. sales to sell.....	Oct.	17	2	How to make money on a sale — check-list guide in planning your next promotion.....	July	18	17	Can manufacturers aid service by simplifying product design? 11th National Appliance Service Assn.....	May	9	7
Maytag convention of commercial equipment distribu- tors outlines plans for '60.....	Mar.	7	6	"Kiddie parties" — Idea digest.....	Jan.	11	29	Central service — EM Week survey shows consumers have strong ideas about service and who should do it.....	Apr.	25	8
Maytag's Magic Touch gas dryer.....	Oct.	10	1,3	Knoel-Tygett salesmen become "jail birds in a gilded cage".....	Jan.	4	23	'Central service worries me' — Mort Farr says.....	Feb.	22	9
Maytag's "Operation 72".....	May	16	8	Mainline, Inc. — RCA — novel dealer showing turned public idea scores in Cleveland.....	Sept.	26	3	Channel lighting in the workbench.....	May	2	28
Minneapolis-Honeywell — long-range heat forecast works as air conditioning sales aid.....	May	9	4	Mainline, Inc. uses RCA recording talent in novel dealer promotion.....	Sept.	19	2	Crittendon, M. W. puts service department in store's window.....	Mar.	28	11
Motorola amateur art contest.....	June	27	4	NARDA's Northwest Ohio appliance-TV dealers sales conference stresses ideas.....	June	6	2	DeVilbiss degreasing booth aims for faster cleaning of parts in repair shops.....	Feb.	29	4
NAMM Clinic: organ market tops.....	July	18	7	NEMA refrigerator-freezer package.....	May	2	14	EIA service booklet set.....	Oct.	17	2
NARDA's refrigerator trade-in promotion — manufac- turers line up.....	Oct.	3	2	Nine ways to make a good promotion better — NCEB freezer campaign.....	Dec.	5	17	Flex-Link switch being checked by manufacturers.....	Mar.	21	6
NARDA refrigerator trade-in promotion nets all but 3. NARDA's refrigerator trade-in promotion — dealers climb aboard bandwagon.....	Oct.	10	7	Norge will preview 1961 line on 90-minute closed- circuit-telecast to dealers.....	June	6	2	Fluster, Norman, servicing dealer, "curb service" cuts house calls.....	Oct.	17	21
NARDA refrigerator trade-in promotion — reaction of dealers in campaign failure.....	Nov.	28	2	O'Leary, Virgil, Newton, Iowa dealer — How to reach all your prospects.....	Mar.	21	3	Free lifetime service, discounters' sales gimmick.....	Mar.	7	2
NHMA must clear sales promotion gimmicks for Janu- ary Housewares Show.....	Aug.	29	2	"Parents' Magazine" will test new household appli- ances in "Homemaking Center".....	Aug.	8	10	Frigidaire's home laundry product test meter.....	July	18	4
"The New Psychology of Selling" by M. S. Hatwick — McGraw-Hill Book.....	July	25	13	Private label — distributors and retailers discuss growing trend.....	May	2	10	G-E awards \$5,053 for automatic washer idea.....	Sept.	26	4
Nine ways to make a good promotion better.....	Dec.	5	17	Routzahn, Allen finds "get tough" policy increases sales for traffic items.....	Aug.	29	7	GE opens door to "qualified" servicing dealers.....	July	4	1
Norge dryer promotion — dog-drying.....	July	4	3	Routzahn and Sons, Md. 64-hour selling marathon.....	July	25	4	G-E stresses cooperation in service statement.....	Mar.	14	54
Norge dryer used for raising bread.....	Aug.	15	4	Seven ways to lower buying resistance of women.....	Oct.	31	27	G-E switch repair kit.....	June	6	7
Norge "Free Days" promotion.....	Aug.	8	3	Small appliance makers plan for Christmas gift sales.....	Nov.	28	3	GE's Tampa center serves dealers and public.....	Feb.	29	6
Norge launches redcoats sales push.....	Aug.	29	2	Spiffs — FTC speaks on spiffs, push money.....	June	13	4	GE's white goods service policies controversy.....	Feb.	9	1
Philo switches to staggered TV introduction.....	July	4	7	Spiffs — Robinson-Patman Act.....	Jan.	25	1	Halle, Simon, Colo. — his servicemen sell his housewares.....	Apr.	11	37
Philo will sell reverse by mail.....	Aug.	15	34	Stainless steel promotion campaign planned by Inco.....	Dec.	26	3	Hotpoint tries flat job pricing on service work.....	Feb.	29	3
Porter-Cable Power to Power campaign to introduce home craftsman to power tools at reasonable costs.....	Nov.	7	7	Straus-Frank builds Gibson sales with 1908 automobile Survey of promotions turns up one definite trend — price ads.....	Aug.	15	3	Is captive service threatening dealer's profits?.....	Dec.	5	8
RCA color TV claims.....	Oct.	10	4	TV report — "I make more money on color .."	Nov.	28	1	Jefferson Stores service system — small service depots.....	May	16	12
RCA for '61 bets on size, style, service.....	May	30	1		Aug.	29	16	Kansas utilities and co-ops turn their sights on service Moyers, Edward M., the man who wants to service your market.....	May	30	4
RCA sales move means tighter control and more com- petitive position in the industry.....	Sept.	5	3		Nov.	28	1	Mirror for easy TV picture adjustment from normal working position — Idea Digest.....	Mar.	7	18
Roper re-introduces staggered top burners on Epicure gas range.....	Oct.	10	3		Feb.	1	4	M & M TV capitalizes on service business to develop new sales.....	Aug.	22	22

Personalized name stickers for repairmen.....	Nov. 7	40
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Randolph, William of Albuquerque — He nets \$5,000 a year on rentals alone.....	May 16	14
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Service problems must be faced while product is being designed, AIEE conference hears.....	Nov. 14	8
Shehadi Bros. finds that you've got to service if you want to sell.....	Sept. 26	24
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University TV (Denver, Colo.) — "I fixed it myself" policy sells used TV sets.....	Nov. 14	15
Vidmar-Moths (Calo.) — "We can't afford NOT to have a service dept.".....	Oct. 24	18
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Schick readies shaver push.....	Aug. 8	7
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American Motors Corp. — Kelvinator division see under Kelvinator			Brown, Boveri and Cie. — Goes into washing machine business with purchase of interest in Rando-Werke	Apr. 4	6	1960 cooperative sales promotion campaign: 'Big 3 for '60'	Apr. 4	17
1959 sales	Feb. 8	36	Bulova Watch Co. — American Time Products Inc. to produce and market radiant heating controls	Aug. 3	4	Coolerator Division see under McGraw-Hill		
Romney, George visits Home Arts Show, Paris	Apr. 18	26	Bunge Brothers, Fife, Wash. — It pays to be a little crazy — zany commercials and off-beat newspaper ads build identity	Aug. 8	27	Corning Glass Works — Goes into electric housewares Television promotion, 'Operation Snowball', launched	July 11	8
American Standard Detroit Controls Div. — Laundry product dispenser works on warm air	May 16	4	Burgess Battery Co. — Magnetic tape	July 11	6	Three-city consumer survey finds votes for electric heating	July 11	24
American Stock Exchange — Friendly Frost stock listed	Oct. 24	2	Burghardt Radio Supply — Combines closed-circuit TV and picture in a minute photography in unique promotion	Oct. 17	51	Cory Corp. — Four members of sales staff win awards	Feb. 8	6
American Telephone & Telegraph — Telephones of near future will change your business	Nov. 7	14	Burkhead, J. C. (N. M.) — Why not sell heat pumps?	Mar. 28	12	Mitchell Co. sale marred by fraud says Chicago judge	Feb. 22	3
American Time Products see under Bulova Watch						"Personal touch" and "Quality selling" — two new twists to old tales	Apr. 25	7
Ampex International — Will show its wares in England and Japan	Mar. 14	54	Caloric Appliance Corp. — Charges that Philadelphia Gas Works favored treatment gave company a "virtual monopoly"	May 16	8	Cause, John H. (Palm Beach County, Fla.) — He goes after only 20% of his market	Mar. 23	17
Winter olympics via Ampex tape	Feb. 15	2		May 13	8	Cozy Home Supply (N.Y.) — Schiera, Roland — every fourth TV set he sells in color	Jan. 4	16B
Andrea Radio Corp. — Adds to TV line	July 18	6	Caloric International, S. A. — Agreement with Kanto Gas Appliance Co. Ltd. — appliances built in Tokyo but designed and engineered in U. S.	May 30	8	Cribben and Sexton Co. — Davis, Wendell C. gets pin for 17 years of service	Mar. 28	24
Andrea, Frank A. D., seeks 500 dealers in national distribution push	Oct. 3	3	Camerland Colorado, Inc. — Developed filtration system which makes wet washer a dry cleaner	Dec. 5	3	Crittendon, M. W. (dealer) — Service draws a crowd	Mar. 28	11
Television features colonial furniture style	May 23	7	Capehart Corp. — Fine furniture, new money revitalize name	Nov. 28	8	Crown — Free-stand range looks like a built-in	Jan. 4	3
Anniston Electric Co. — Building a mailing list	Oct. 17	23	Winer, Jack M., president, dies	Jan. 11	4	Culligan — Meets its stockholders	Aug. 1	3
Arizona Public Service Co. — Electric range campaign boosts sales 21%	Feb. 1	28	Careva Corp. — Sylvania honors top distributor, E. G. Carpenter	Sept. 12	34	Curtis Mathes, Inc. — Aggressive team snags high-end electronic sales	Oct. 10	10
Arkansas Louisiana Gas Co. — Gas station sells "gas" as well as "gasoline"	Feb. 29	6	Carrier Corp. — Benca-Ciro-Belmond ad inadvertently carries Fedders slug	July 18	32			
Arkia Air Conditioning Corp. — Gas-lit commercial sign	May 23	3	Central air purifier	June 6	7	Danbury Refrigeration, Inc. — Scalzo, Victor, owner, gives 6 reasons why he sells 300 refrigerators a year	Mar. 7	22
Thermoelectric generator	Oct. 10	1	Heat pump sales increase	Jan. 11	61	deForrest TV — "Factory open time discounts" — something new in advertising	Apr. 4	3
Arvin Industries — Display case for radios	Nov. 7	40	1961 room air conditioner line follows trends	May 9	6	Delmonico International Div. — Importer plans to bring in TV-stereo-radio-phonograph combination from Japan — also more imports at hot prices	Sept. 19	18
Ash Sales, Baltimore, Md. — Giant giveaway of frozen dinners promotes freezers	July 18	19	"Ready-Mount" air conditioner	Sept. 12	3	Importing TV sets from Japan — ready to hit market	May 23	6
Associated Consumers Exchange — Closed-door discount houses for government workers	Aug. 15	3	Reports nearly 1,200,000 families switched on air conditioning in 1959	Sept. 12	3	Japanese stereo-TV combination theatres to be sold in U. S.	Dec. 26	8
Associated Electrical Industries Ltd. — Sales up	Apr. 18	4	Reports nearly 1,200,000 families switched on air conditioning in 1959	June 6	2	Signs with Victor Co. of Japan for full line of products	Apr. 4	7
Associated Merchandising Corp. — Fedway Stores to take part in private label housewares program	May 23	4	Cosco — Standard Coil Products Co. Inc. purchase — move for diversification	June 13	6	Del Padre, Lou (Springfield, Mass.) — Is this the store at tomorrow? — retail operation expanded into "department store" for home entertainment	Aug. 1	11
Atlas Tool and Mfg. Co. — Purchased the reel mower equipment of Heineke	Aug. 29	7	Center for Research in Marketing, Inc. — Peekskill, N. Y. — study of habits and attitudes of housewives toward shopping in downtown area	Aug. 8	26	Denki Onkyo Co. — Claims to have produced smallest tape recorder in the world	Apr. 18	4
Austria Vereinigte Emailier-werke, Lampen und Metallwarenfabriken A. G. — Anti-corrosion rod for water heaters	Apr. 25	4				Dentier Bros. — Selling used TV sets — selection is the key	Sept. 12	16
Avco Corp. — Soft business at Philco brings layoffs	Nov. 21	2						
AviSun Corp. — Plastic for housewares — polypropylene	Aug. 8	7						
BBS Electronics — "Consumer relations" earns award	Aug. 15	32						
BEAMA — Pushing trade contacts with Europe	May 30	7						
BVI — Point-of-purchase display for can openers	Nov. 7	40						
Latest is a built-in	Aug. 15	34						
Baltimore G&E — Kitchen in trailer	July 4	2						
Barnard, Kurt Associates of N. Y. — Directory lists American importers of Japanese radios and related appliances	May 9	6						

DeStafano, Frank (Stuart, Fla.) — What does color TV mean?	Apr. 4	26	Famous Appliances (Cala) — Refrigerator refinishing — Color ups the trade on trade-ins	Feb. 8	16	IUE's Carey strike slows, but doesn't close up G-E	Oct. 10	2
Deutsche Philips GmbH. — Automated dishwasher	May 16	2	Feathers Furniture Co. Inc. — Lion in the store — newspaper ad gimmick draws two kangaroos, a lion and a lawsuit	Sept. 19	2	IUE strike continues with no settlement in view	Oct. 17	2
Devcon Rubber — Refrigerator repair	July 11	40	Fedders Corp. — Air conditioners for '61 feature do-it-yourself installation; trip to Rio is sales incentive	Aug. 22	3	IUE strike weakens, GE believes	Oct. 24	2
	Aug. 8	26	Bahama holiday for dealers	Sept. 19	3	IUE's Carey backs down, ends strike on G-E terms	Oct. 31	2
	May 16	4	Long-range weather forecasts	May 23	2	Irontdale, Ala. sales and distribution center — Cheeseecake on a fork (lift)	Nov. 21	2
Semi-paste rubber to cement wire into plugs			1960 trip program — sell enough air conditioners and take your choice	Apr. 18	8	Kroll, Ben two-time winner in television receiver press relations	Jan. 11	61
DeVilbiss Co. — Degreasing booth aims for faster cleaning of parts in repair shops	Feb. 29	4	Sales get off to record	Jan. 4	74	Light bulb sales push	July 11	6
DeWalt — Black & Decker Mfg. swaps shares with American Machine & Foundry for entire capital stock of DeWalt	May 16	7	Travelers to meet the people	May 16	31	Looking for missing link between clock manufacturers and consumers	Aug. 8	7
Diora Radio Works — 84% of radio model shipments unusable when delivered	Apr. 25	4	Feiden, Earl B. — He does \$300,000 in a store you can't get to	Apr. 25	26	Mogoo — cartoon character to promote light bulbs — Does GE tell Westinghouse?	July 18	6
Discounts, Inc. — Kaufman, Zolton, sales gimmick offers free lifetime service	Mar. 7	2	Fenoglio Electric Co. — Remodeling saved the business, owner says	Mar. 7	42	Milestone at Appliance Park, Ky.	Feb. 22	2
Dixie Products, Inc. — Ranges feature automatic devices	Jan. 4	2	Fifth Avenue Gift Center (N. Y. C.) — Which gifts are hot for Christmas? — answers from exhibitors	Nov. 21	6	Mixer-knife sharpener	June 13	6
Dominion Electric Corp. — New approach for new products	June 27	3	Flexible Tubing Corp. — Clothes Dryer venting kit display	Nov. 7	40	National distribution department set up	Sept. 19	2
"Replacement guaranteed" warranty in only 87 words	Jan. 25	3	Florida Power Corp. — Robertson, R. N. named director of residential development department	June 13	36	New lines — Big play for 19's	May 23	1
Dormeyer Corp. — Fighting words from President James E. Archambault	June 20	10	Fondo-Werke — Brown, Beveri and Cie. purchases interest	Apr. 4	6	1960 range with "Sensi-Temp" — part of Grand Central Terminal display	May 9	4
Lipsich: "Wholesaling can be healthy again"	May 16	10	Food Fair Properties, Inc. — What you can do about shoplifting	Oct. 10	15	Polisher, a general purpose home tool	Nov. 14	2
Swepstakes winners take scholarships	July 18	2	Foster, Norman (Chicago servicing dealer) — "Curb service" cuts house calls	Oct. 17	21	Portable, transistorized home intercom bows	Aug. 22	2
Webcor acquires stock	Dec. 5	2	Free Sewing Machine Co. — New Home Sewing Machine Co. sold to Japanese firm	July 25	2	Premium show exhibitor	Sept. 26	2
Downing Appliances — Separate showroom for each brand in unique basement TV display	June 13	34	Free Sewing still in business	Aug. 1	4	"Qualified" dealers can now get servicing franchises. Refrigerator prices on four models dropped	July 4	1
DRAKA — "Anti-interference cable"	Apr. 4	6	Frangello, Jim (Eatonstown, N. J.) — How to fight the chains	Feb. 22	10	Refrigerators — five manufacturers drop prices to meet GE levels	Aug. 1	2
Du Mont — "Marselles" TV-stereo console	Feb. 8	2	Freije Electric — Sells 50 custom kitchens a year	Feb. 29	14	Replica of 1910 Tin Lizzie award for intra-divisional sales campaign competition	Apr. 25	3
TV: stress on cabinetry	June 27	8	Friendly Frost — Joins American Stock Exchange list	Oct. 24	2	Reverb won't up price	Sept. 12	3
Du Mont Emerson Corp. — Announces new financing plan for dealers	Aug. 29	4	Frigidaire — Bank display sponsored by J. G. Bay's Good Housekeeping Shops, Dallas	Apr. 11	9	Rotisserie Broiler	June 13	6
Show, Robert L. to head up sales	Nov. 7	2	"Custom Imperial" set — back panels light up, fold back	July 11	6	Schloff, W. H., discusses new products	Dec. 12	8
Decision Maker	Nov. 21	8	GM's Motarama — N. Y. show features kitchen Gives box "allowance"	Nov. 21	12	Sales and earnings indicate oil's prosperous	Mar. 14	59
Dun & Bradstreet — New small business handbook	Apr. 11	53	Home laundry product test meter	July 25	8	68th annual meeting held in Chicago's Civic Opera House	'May 2	7
Durango Hardware — Toys sell appliances	Mar. 21	22	Human-centered selling session for Polk Bros. salesmen	Apr. 4	8	68th annual meeting will be held at Chicago Opera House	Jan. 4	74
Dura-Lite Lamps Inc. — 1 light bulb display	Apr. 4	38	'61 line backs annual change	Oct. 17	3	Spotlights middle model refrigerator	Nov. 28	8
			Ranges feature "putawayability"	Apr. 18	8	Spray-steam-dry iron	June 13	6
			Trends in new laundry lines	Aug. 8	1	Storm over service	Feb. 1	1
			Will not join NARDA trade-in promotion	Oct. 17	2	Stresses cooperation in service statement	Mar. 14	54
			Frimatic — Shows refrigerators at N. Y. Trade Fair	May 9	8	Switch repair kit	June 6	7
			Small refrigerator shown at Trade Fair	May 16	29	TV stereophonic sound system	Nov. 7	2
			Fuji Denki Co. — Fans shown at N. Y. Trade Fair	May 9	8	"Total Electric Meditation Home Program"	Jan. 11	63
						Training program for dealers — How a manufacturer tries to make retailing profitable	Jan. 4	32
Easy Washer div. of Murray Corp. — Changes in Chicago distribution setup	July 4	8				Trophy to winner to "The Texan" — race	May 30	10
Price appeal for a combo	Jan. 11	4				Transistor radio is smallest made in U. S.	Aug. 29	6
Reappraises distribution, denies reports of going direct nationally	Aug. 22	3				Trotter, G. S. outgoing president of Electrical League of Cleveland gets fitting gift	Apr. 11	54
Surveys dealers' wives on question of "Who likes combos?"	May 9	2				Troy, William J. named manager, advertising and sales promotion for New England district	July 18	32
"Velvapaper" transmission parts covered by "lifetime" warranty	June 6	8				Union contract proposals may aim at lessening the effects of job instability	Aug. 22	4
Eaton Television and Appliances (N. J.) — How to fight the chains	Feb. 22	10				Venezuela — plant planned in Caracas to manufacture home appliances	Aug. 15	3
Ecko Products Co. — Culberg, Jack J. named "Man of the Year"	Aug. 1	7				Washers for 1961 can handle 12 pounds	Oct. 24	3
Ecko Products Co. — Ecko-Flint Div. — Salesman of the year — Howard Fossett	June 13	6				What's behind plan to help schools buy education TV sets?	Mar. 14	12
Eidophor A. G. — Formed to market Eidophor TV large-picture projector	Apr. 18	4				General Electric Co. (Great Britain) — Considering merger with English Electric	Oct. 10	32
Electric Appliance Co. — "Haul it yourself" plan saves thousands of dollars per year	Mar. 7	16				General Electric Ltd. — Battery-operated refrigerator	Mar. 28	4
Electrical Information Publications, Inc. — Catalog	Apr. 11	53				General Instrument Corp. — Merger with General Transistor Corp.	May 30	3
Electrolux — Exports to U. S. increase	May 30	7				General Motors Corp. — Motarama — N. Y. show features kitchen	Nov. 21	12
Electrolux see also under AB Electrolux						Opel, German subsidiary, see under Opel		
Electronic Corp. — Solo-Muse stereo demonstrator needs no booth	Jan. 11	56				General Thermoelectric Corp. — New material, Neelium, may speed up thermoelectric appliances development	May 30	10
Electronics Ltd. (India) — Considering manufacturer of solar radios in collaboration with Sun Electric	Oct. 10	32				General Transistor Corp. — Merger with General Instrument Corp.	May 30	3
Hoffman radio goes to India	July 4	7				Georgia Power Co. — Groundbreaking for McDonough steam-electric plant	Aug. 15	29
Electro-Voice, Inc. — Electronic organ	Mar. 7	6				Unique wiring program	Jan. 11	19
Emerson Radio & Phonograph Corp. — Big line with a model for every market opportunity	June 13	1				Gibson Refrigerator Co. — Dealer incentives — Hawaiian run successful — Panama chosen for '61	Sept. 12	2
Ionator — electrostatic precipitator	Nov. 7	7				Dealers and distributors take six-week holiday in Hawaii	Sept. 26	7
'61 air conditioning line spotlights a convertible casement window unit	Nov. 28	2				Demonstrates freeze-flo principle	Feb. 29	10
Takes over selling of all Granco products	Aug. 1	2				Frost Clear refrigerator campaign opens	Apr. 11	55
English Electric Co. — Considering merger with General Electric Co.	Oct. 10	32				Hawaiian holiday, prize in dealer contest	Mar. 7	8
Eureka Williams Corp. — Birthday party lasts all day. Floor-polishers — new units introduced	Aug. 1	27				Hawaii sales jump 74%	Oct. 24	2
Increase your off-peak loads — tells utilities buy electric cars from us — then sell them to your customers	Mar. 28	7				Hawaiian sales convention — dealers order surprising amount of goods	Sept. 19	3
Plans merger with National Union Electric Corp.	May 16	2				Launches double campaign	June 6	8
Ewbank — Carpet sweeper line bought by Prestige Group Ltd.	Aug. 1	8				Market specials include two new air conditioners	June 20	6
						Marchandise Mart display opening	June 27	8
						Moving new freezer at Chicago show with Hawaiian troupe	Jan. 4	3
						1908 automobile builds sales	Aug. 15	3
						Paid jet vacation to Hawaii winners	Mar. 14	3
						PanAm dubs jet aircraft "Jet Clipper Gibson"	Jan. 18	86
						Sponsoring Hawaiian airlift and program to get its dealers in good buying mood	Sept. 5	3
						Stereo record pushes air conditioners	Jan. 4	79
						Touring hula girls at Jim Hines Mich. store	June 6	2
						Glazier, Harold (Ansonia, Conn. dealer) — "I found salvation in a satellite"	June 13	24
Faiola, Roy, Larchmont, N. Y. — Part to promote color TV	Apr. 25	21						

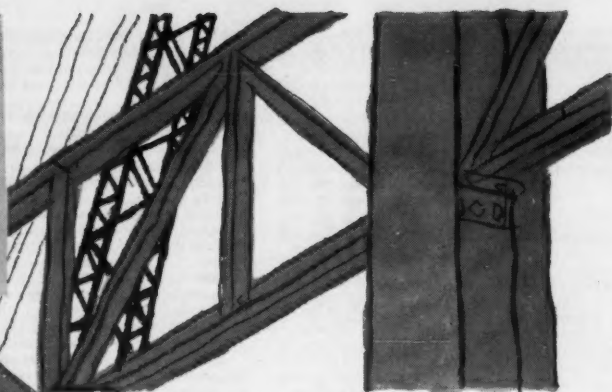
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United Nations Week promotion of electric housewares	Nov.	7	7	Moe Hoe Corp. — Sold Mighty Moe to Yuba Power Products, Inc.	Oct.	24	8	Will preview 1961 line on 90-minute, closed circuit telecast to dealers	Mar.	21	3
Magic Chef — 1961 line includes former Dixie Products, new ranges, freezers	Dec.	12	7	Monitor — Compact freezer	June	20	4	North Central Appliance Co., Ariz. — Once a year day	Apr.	25	21
Magnavox Corp. — Adds small combos	July	11	7	Importing small appliances	Jan.	11	3	Northeastern Distributors, Inc. — "Retail salesman's family day"	Mar.	7	44
N. Y. salons in sell	Oct.	17	2	Montgomery Ward & Co. — Sets up separate divisions for white and brown goods	Dec.	12	2	Northern California Electrical Bureau — Electrical league — it's cooperation aimed at profit	Nov.	7	15
1961 TV and hi-fi line; new reel-to-reel type tape	Aug.	22	2	Takes aim at appliance business	Feb.	22	1,8	Northern Electric Co. — Guarantee backs blanket	Aug.	8	7
Salon sales to continue	Oct.	24	2	Moodlite — News lens-lamp with built-in mood lighting	Aug.	15	6	Less anonymity is aim of new five-year program	Feb.	15	3
Takes control of Colloredo, Ltd.	Jan.	25	2	Morley Bros. — "Pocemaker's Club"	Mar.	21	39	Offers bottle warmer deal	Aug.	1	7
TV set gets "indestructibility" test	Feb.	1	3	Moto-Mower, Inc. — Mower sales	June	13	4	Sixteen million heating pads in 48 years	Mar.	21	3
Magnus Organ Corp. — Exhibits at Music Show — portable chord organs	Feb.	15	54	Retail credit sells mowers	Oct.	31	7	Up and over an sales	Jan.	18	8
Sales study of electric organs	July	11	2	Snow thrower — it sure beats shoveling	Mar.	28	8	Nu-Tone — Built-in intercom for home entertainment	Jan.	25	2
Sells 2,000 electric organs in Mexico	May	9	27	Motor Wheel Corp. — Insulair, steel houseboat, is northbound with rooftop air conditioner	June	20	3	Indoor barbecue-roisserie	Oct.	31	4
Main Line Cleveland Inc. — This distributor keeps his books electrically	Feb.	15	2	Motorola Inc. — Amateur art competition	June	27	4				
Mainline, Inc. — RCA dealer showing scores in Cleveland	July	11	21	Box score on new TV line	June	6	7				
RCA singers used in novel promotion	Sept.	26	3	Dealer-development team sells product features	Oct.	24	3				
Mallory, P. R. & Co. — "Solid state" timer to solve problem of washing machine controls	Sept.	19	2	Expands overseas setup to handle exports	Apr.	25	8				
Marcus, H. I. — A freezer a day — pace maintained by salesman Marcus of El Paso, Tex.	June	27	8	First-quarter sales record	May	9	4				
Marks & Co., Ltd. — Plans increase in refrigerator production	June	6	50	Furniture trend gets hotter — Heritage Furniture, Inc. will make two cabinets	Jan.	4	4				
Marquette Corp. — Offers shares of stock and gives public behind the scenes look at firm	Aug.	1	8	Japanese portable transistor radio imports discontinued	Sept.	26	2				
Messora, Al, COLO. — He built a TV business around rentals	May	23	8	Joins home furnishings program	Sept.	19	4	Oklahoma Gas & Electric Co. — Drive on water heaters rounding up sales	May	16	4
Masters Inc. — Dealers reaction to second discount store in Florida	Apr.	18	18	Marks record 1st half	Aug.	1	2	O'Leary, Virgil (Newton, Iowa dealer) — How to reach all your prospects	Aug.	8	10
Nixes private brands	Aug.	1	8	Net profit going up	Feb.	15	58	Olympic Radio and TV division of Siegler — Shows big TV variety	July	4	7
Motomoto Electric Co. — Cars being investigated as plant location	Mar.	14	3	19-inch transistor portable and a new kind of console	May	23	1	Opel — Discontinues household refrigerators	Feb.	22	4
Motomoto Electric Corp. of America — Macy's weds Matsushita	Nov.	14	4	North African landing at Tangiers — People-To-people tour for sales contest winners	Nov.	14	3	Oster, John Manufacturing Co. — Purchased by Sunbeam	Feb.	22	1
Motomoto Electric Industry Co. Ltd. — Negotiating deal with Kelvinator	Feb.	8	4	One tube TV — here's the picture	May	23	7	Stock exchange with Sunbeam — more details	Mar.	14	6
Maytag — AHLMA advertising code to be enforced	July	4	1	'Record' session trains men to sell stereo	Apr.	18	27	Will test-market Philco's British-built brown goods...	Dec.	12	2
Bank installment loan promotion features Maytag combo	May	16	2	Stereo phones shun the low-end jungle	Aug.	8	8				
Changes in Chicago distribution setup	July	4	8	Stockholders may get bonus as directors authorize split of shares	Feb.	22	4				
Chicago convention of commercial equipment distributors	Mar.	7	6	Mount Vernon Furnace & Mfg. Co. — Combination range-space heater	Oct.	10	1				
Drops Amana-made freezer and refrigerator line	Oct.	31	2	Mountain States Appliances — "Work wanted" classified ad for Maytag Washer	May	2	28				
Ely: 'Home ec girls are marketing helps'	May	9	4	Murphy Radio Ltd. (Great Britain) — Cuts back TV set output	July	25	8				
Guaranteed performance appliance: panacea for trade-in troubles	Sept.	26	2	Murrie, Sidney — Custom lamps	Apr.	11	44				
Hits two new highs in first-quarter report — Fred Maytag speaks at Chicago luncheon	May	9	30	Myers, Chic TV — Channel lighting in the workbench	May	2	28				
"Hold that price line"	Feb.	22	26	MZA Industries — Chicago market specials — refrigerator-freezer and wringer washer	June	20	4				
Magic Touch gas dryer	Oct.	10	1,3	Keeps 'hopping' at markets	Jan.	18	8				
1911 washer — oldest model still in use	May	16	3	Shows Zenith line	Jan.	4	2				
Old timer goes on exhibition in Canada	Oct.	3	2								
One-button washer	Jan.	4	3								
"Operation 72" — managers sell units to dealers as many in three-day period as normally moved in five weeks	May	16	8								
Revolutionary clothes dryer measures moisture	Oct.	3	3	Nashville Electric Service — Appliance sales jump	Feb.	15	10				
Sets records in sales, earnings	Feb.	15	58	"National" Electric Center, Panama City — Growup party parties	Mar.	28	23				
McGraw-Edison Co. — Coolerator division name changed to Alban division	July	4	8	National Union Electric Corp. — Plans merger with Eureka Williams Corp.	May	16	2				
McGraw-Edison Speed Queen Div. — Combo stores in '61 line	Aug.	29	8	New Haven Gas Co. — Alters content of gas mixture	Mar.	14	60				
McGraw-Hill Pub. Co. — Publishes Housewares Directory	July	11	8	New Home Sewing Machine Co. — Janome Sewing Machine Co. Ltd., Japan, buys out company	July	25	2				
Medallion Home Products Corp. — Who's got the Medallion — Medallion Home Program and company with same name	May	23	2	New Orleans Public Service — Dryer display	Mar.	28	23				
Meissner, Ernie (Calif.) — Sells new radio and TV sets to replace old ones — then destroys old ones	Aug.	22	22	Niagara Mohawk Power Corp. — Snuggle Bunnies help to sell blankets	Aug.	1	7				
Metalore Products Co. — Portable evaporative cooler sales off	Aug.	15	6	Nishikura Tape Recorder Co. Ltd. — Combination stereo record player and tape recorder	May	2	4				
Metz Apparatefabrik — Combination television-radio-stereo and bar	Aug.	8	21	Norco, Inc. — Flameless gas refrigerator and instantaneous water heater	Oct.	10	1				
Expects increase in sales following higher export orders	Oct.	10	32	NORELCO — Speed shavers for skaters, skiers, sledders	Feb.	22	4				
Two fully transistorized portable battery radio-phonographs	Apr.	18	4	Norge — Coin-op dry cleaners	Aug.	8	7				
Michigan Appliance Dealers Assn. — Co-op launches a test	Aug.	8	3	Coin-up dry cleaner	Dec.	5	8				
Mittler, Howard Clock Co. — Exhibits clocks for trade	Aug.	8	7	Dryer promotion features dog-drying	July	4	3				
Minneapolis-Honeywell — Long-range heat forecast works as air-conditioning sales aid	May	9	4	Dryers used for raising bread	Aug.	15	4				
Minnesota Electric Cooperative — Winter doesn't chill hot promotions	Feb.	22	6	England-bound load of Norge "monsters" swings aboard ship	June	13	4				
Minnesota Mining & Mfg. Co. — Buys Revere Camera to move tape system	July	25	2	"Free Days" promotion	Aug.	8	3				
Minnesota, Mining & Mfg. Co. — Thermoelectric generator	Oct.	10	1	Gas refrigerator — new 11 cubic footer	Jan.	4	4				
Thin-tape cartridge — tape stays in turtail	July	11	2	Gold Star ranges	Mar.	21	46				
Mirra Aluminum Co. — Small appliance maker joins food people in packaging at Christmas	Nov.	7	7	Hotcakes helps Lima, Ohio South Side Plumbing and Heating move Norge units	May	30	7				
Mitchell Co. — Sale to Cory Corp. marred by fraud says Chicago judge	Feb.	22	3	"Laundry and Cleaning Villages"	Dec.	12	3				
Mitsubishi — Shows fans at M. Y. Trade Fair	May	9	8	Newspaper ad push begins May 1	Apr.	11	8				
MITI — 1,240 trading companies draw suspension	Oct.	10	2	1960 Christmas premium offer — poodles	Nov.	7	2				
				Price tags on refrigerators show food costs more, cooling less	May	16	7				
				Redcoats sales campaign launched	Aug.	29	2				
				Soyre, H. S. tells SGA 'make love to the dealer'	Apr.	25	4				
				Shows '61 line at Chicago markets	June	20	4				
				Stock-sharing program announced	Apr.	4	8				
				Trends in new laundry lines	Aug.	8	1				
				Will chart	Mar.	14	63				
				Webcor campaign — Graybar, utilities and dealer combine to carry Norge campaign pitch in L. A. with painted windows	Mar.	14	8				
				"We're partners in gas" theme stressed	Mar.	21	46				

Philips Incandescent Lamp Works — Produces electric heater that converts to air conditioner	May 2 3	Dealers vote on "10 most troublesome" tubes	May 16 8	Push components to sell hi-fi packages	Apr. 18 13
Phil's Electronic Center (Rochester, N. Y.) — How glamorous can a store be?	Dec. 12 14	Red Devil — Seeks broader outlets for floor polisher	Nov. 28 3	Seeks solution to problem of selling hi-fi components to women	Oct. 31 8
Pierce-Phelps, Inc. — Distributor jets into '80 plans	Jan. 18 8	Regina — Honors young businessmen of junior achievement company	Aug. 22 11	Siemens (Germany) — Bigger than ever but may lose its number-one spot	Feb. 22 4
Fun in the Nassau sun combined with come lessons for dealers	June 6 4	Rek-O-Kut Co. — "Tropical holiday" for dealers	July 25 6	Silex Co. — Merged with Proctor & Schwartz, Inc.	Mar. 7 4
Plain, John — Catalog operation — they look like supermarkets	Apr. 11 26	Remington Rand Electric Shaver Div. — New electric shavers developed	Aug. 8 3	Proctor Electric Co. to become Proctor-Silex Corp.	Dec. 26 2
Polk Bros. — Commercial Tire and Supply Co. franchise	Feb. 15 3	Leads in shaver sales	Jan. 18 84	Singer Co. — Mail order division set up	Apr. 25 2
Polk Bros. — Frigidore human-centered selling session	Apr. 4 8	Prices are wrong	Aug. 15 6	Sirogusa, Ross Sr. — Shows stockholders increased	Mar. 14 3
Polk Brothers (Chicago) — Sol Polk does it again	Dec. 12 2	Rana Ware Distributors — Zylstra, O. W. new president	June 27 26	Skuttle Manufacturing Co. — Humidifier babysits for this baby gorilla	Oct. 31 16
Porter-Cable Machine Co. — Parade of Power campaign to introduce home craftsman to power tools at reasonable costs	Nov. 7 7	Restle, Herman — Carpenter serves as general contractor for kitchens	Aug. 15 6	Smart Living Kitchens (N. Y.) — Take four shots in bag mare kitchens	May 9 8
Power Mower Co. — Adds another plant	Mar. 28 7	Revere Camera — MMM buys company to move tape system	July 25 2	Transistor portable TV set	Jan. 25 12
Prestige Group Ltd. — Buys Ewbank line of carpet sweepers	Aug. 1 8	Ravca, Inc. — Refrigerator-freezer — new built-in combination	Jan. 4 3	Transistor radio can turn itself on or off	Dec. 5 2
Prison Electric — He made TV the backbone of his business	Feb. 8 32	Rich Co. — "Windmaker" fans on top of cab roofs	July 11 36	Vietnam Development putting together portable transistors	Apr. 4 6
Proctor Electric Co. — Will launch line of color ads in newspapers	Jan. 4 78	Rickbeil, F. Hardy — Iowa tax — to pay or not to pay	Mar. 28 4	S. O. S. TV (El Paso) — Makes money on free service	July 11 52
Proctor-Silex Corp. — Formed by merger of Silex Co. with Proctor & Schwartz, Inc. and Proctor Electric Co.	Mar. 7 4	Rittenhouse Co. — Bell and buzzer dispenser	Sept. 26 17	South Side Plumbing and Heating (Lima, Ohio) — Hot-cakes help move Norge units	May 30 7
Newest big name all the show	July 18 2	Roon, Jack (Conn.) — Service built his \$120,000 washer business	July 25 13	Southern California Edison Co. — Los Angeles "Bottle of the Fuels"	May 2 20
73-yr. old in "Ladies Home Companion" still pulls	July 18 6	Robbins & Myers Inc. — Purchase display card	Jan. 11 56	New office building in Long Beach, Calif.	Apr. 11 52
Pye Ltd. — Transistor portable TV developed	Oct. 3 6	Robertshaw-Fulton Gas for air conditioners — free piston compressor for use in central auto units	Mar. 21 4	Will bill with electronic "brain"	Jan. 18 82
		Mexican subsidiary to manufacture control devices for gas appliances	Mar. 21 8	Southern California Gas Co. — Los Angeles "Bottle of the Fuels"	May 2 20
		Robertshaw-Fulton Mexico — Opening a plant to manufacture automatic precision control devices for the gas and appliance industry in Mexico	Feb. 29 4	Southern Counties Gas Co. — Los Angeles "Bottle of the Fuels"	May 2 20
		Robins Industries Corp. — Add-A-Unit display	Mar. 14 63	Space Components Inc. — Flux-Link switch being checked by manufacturers	Mar. 21 6
		M/M tape recording guide	Apr. 4 38	Sparks, Clyde (Tucson, Ariz.) — "To get business, get out of the store"	Oct. 10 22
		Strobe & light kit	July 25 13	Stahl & Myers, Inc. — Diversifying its merchandising operations	Oct. 17 44
		Ranson Corp. — Consumer folders	Mar. 21 30	Standard Coil Products Co. Inc. — Purchase of Cosco — move for diversification	June 13 6
		Roper — Market range specials with possibilities as built-ins	June 20 4	Standard of Dallas — Coin-op dry cleaning	Mar. 7 3
		Re-introduces staggered top burners on Epicure gas range	Oct. 10 3		Aug. 8 7
		Rosati James and Sons — House for physically disabled equipped with GE appliances	Sept. 5 4	Standard Wireless Industry of Tokyo — Phonon may be world's smallest radio-phonograph	Jan. 11 19
		Rosella's Appliances — Photographs help sell used merchandise	Oct. 17 23	Star Lite Merchandise Co. of N. Y. — Planning to import Japanese TV sets	Apr. 4 7
		Ross Builders Supplies, Inc. — Two outlets near Atlanta	Feb. 15 10	Steel City Wholesalers Inc. — Will serve dealers in heating and air conditioning field in Alabama and northwest Florida	May 9 28
		Roto Broil — Revolutionary new electronic broiler	Sept. 12 2	Steelman — Remains alive despite bankruptcy petition of its parent company, Herold Bank	Aug. 22 2
			Sept. 19 8	Sterling Furniture Co. — Saxe, W. D. says branch stores in suburbs are no longer profitable	July 25 2
		Routzahn, Allen (Md.) — "Get tough" policy increases sales for traffic items	Aug. 29 7	Stewart Industries Inc. — Kitchen-Aire hood display	Apr. 25 12
		64-hour selling marathon	July 25 4	Strous-Frank Co. — 1908 automobile builds Gibson sales	Aug. 15 3
		Rowen-to-Metallwarenfabrik GMBH — Reduces houseware prices	Feb. 8 4	Stradlin — Showing chord organs at N. Y. Trade Fair	May 9 8
		Royal, S. A. Corp. — Small refrigerator shown at Trade Fair — "Pontiac"	May 16 29	Stromberg-Carlson Co. — Angle, Wesley M. dies	Sept. 19 12
		Western European pass at U. S. refrigerator market	May 9 8	Home equipped with music conditioning	Feb. 22 3
				Stucky Brothers' (Fort Wayne, Ind.) — Combines 46th anniversary with NARDA trade-in drive kick-off	Nov. 7 4
				Sumner Rider & Associates — Appears to be winning in NEMA selection of single agency to handle all consumer products	July 18 2
				Sun Electric — Electronics Ltd. (India) considering collaborating on manufacture of solar radios	Oct. 10 32
		Salford Electrical Instruments, Ltd. (Brit.) — Thermoelectric experimental cooling unit	Nov. 14 2	Sunbeam Corp. — Animated sign on Times Square	Oct. 17 2
		Sampson Co. of Chicago — Planning to import Japan color TV set	Apr. 4 7	Chicagoans remain loyal to home-grown Sunbeam	Aug. 8 13
		Sams, Howard W. & Co. — Four new service books	June 20 25	Consignment program: how's it going after a year?	Apr. 18 2
		Sams, Milwaukee, Wis. — It isn't easy to run a chain	Apr. 18 15	Heaters head list of new products	July 18 2
		Sanyo Electric Co. of Osaka — Combination TV-radio-stereo-hi-fi	Aug. 8 21	Northwoods guides remove whiskers with electric shavers	Nov. 28 3
		Schick Inc. — Shaver shop	Aug. 8 7	Oster, John Mfg. Co. stock exchange — more details	Mar. 14 8
		Shaving needs display with self-service shelves	Apr. 11 53	Purchases John Oster Manufacturing Co.	Feb. 22 1
		Scott, H. M. Inc. — Offers to replace original London Scott stereo cartridges	Aug. 15 4	Shaver bows with add \$\$\$	Aug. 1 3
		Seccato Appliance Distributors — Host to Florida dealers at Hialeah	Mar. 7 41	Super Brush, single-brush floor polisher, being test marketed	Oct. 24 2
		Sears Roebuck and Co. — Boycott Sears movement may be affecting company's profits	Nov. 28 2	Surmelec — Vedette washers at Trade Fair	May 16 29
		Catalog defines problem: refrigerators more size for a dollar	July 11 8	Swanson Manufacturing Co. — Mobile displays carry Swanson's story in the car stereo	Nov. 21 6
		Karting: business that's up for grabs	Oct. 17 8	Swing-A-Way Mfg. Co. — Salesmen present sales manager with trip to Jamaica	Aug. 29 7
		Sales at home furnishings and appliances did not measure up to expectations	Sept. 12 12	Sylvania Electric Products Inc. — Announces factory price increase in 23-inch 1961 TV sets	Sept. 5 4
		Summer sales book brings cut in appliances, TV, mowers	May 2 4	Dealers attend Yankee game as guests of Loeder Electronic Supply	July 11 3
		Whirlpool-built gas refrigeration will be given a test	Oct. 17 7	Distributor combines closed-circuit TV and picture-in-a-minute photography in unique promotion	Oct. 17 51
		Servel, Inc. — Will have tape, icemakers	July 11 6	400-man distributor show in Mackinac Island, Mich.	June 13 8
		Sharpe's Appliance Store — Recipe for selling brings R. M. Dempsey \$500 prize	Jan. 11 10	Honor top distributor, E. G. Carpenter of Carevo Corp.	July 18 32
		Shohadi Bros. — You've got to service if you want to sell	Sept. 26 24	New tube size — rectangular 22-inch	Nov. 7 2
		Shetland Home Care Institute — TV advertising started	Oct. 24 8	Packaging scores in competition	Dec. 5 2
				Presidential convention and election handbook	June 20 25
		Shulman, Bernard (A & B Home Appliances) — A dishwasher a day	Feb. 15 14	Reflection-free face plates will appear in five can- sales	July 18 6
		Shure Bros., Inc. — Booklet — "The Art of Selecting Playing and Preserving Records"	Nov. 7 40	Show 19-in TV model, remote control, 17-in Duolette Summer Olympics to get complete radio coverage	Apr. 11 3
				TV line reflection-free throughout	Sept. 12 4

Unrups a bold television line	June	6	1	Word Television and Appliance — Screen size comparison is part of TV promotion	Nov. 28	4	Banks, Ernie presented with automatic washer and matching dryer, food freezer and automatic dishwasher	June	6	3	
Why back orders on Sylvania TV?	Feb.	15	9	Words — Adds retail outlet in Eatontown, N. J.	May	23	4	"Blanket-O-Flame" gas range	Oct.	10	1,3
Symphonic — Portable consoles	July	11	7	Chops from \$15 to \$100 on white, brown goods tickets	Nov.	7	8	Brooker, Robert E. defends "planned obsolescence" ..	May	23	3
Tampa Electric Co. — Appliance sales jump	Feb.	15	10	Waste King Corp. — Customer service division specialists meeting	Apr.	18	3	Cohen, Maurice — chosen Brand Name Retailer of the year	May	16	35
Topcon Stove Co. — Adds four new products to line ..	Dec.	12	7	Davis, W. C. of Cribben and Sexton Co. gets pin for 17 years of service	Mar.	28	24	Coin-op dry cleaners	Aug.	8	7
Charges that Philadelphia Gas works favored treatment gave Caloric Appliance Corp. a "virtual monopoly"	May	16	8	Waste King Corp. — Marketing merger brings new line with new name	Jan.	4	2	"College of Product Knowledge"	Nov.	7	8
Gas range features eye leveling convenience	May	13	8	'Portable' is a bad word for 'freestanding' dishwashers, says A. L. Hoggard	Oct.	31	26	Developing space kitchen for Wright Development ..	Oct.	31	2
Taylor Furniture Mart (New Orleans, La.) — He rented a railroad station	Jan.	25	14	Waste King Universal — Display for portable dishwasher	Nov.	7	40	Distributors credit "Consumer Reports" with back-order position on dishwashers	Jan.	11	60
Technical Appliance Corp. — Multi-color banner carrying TACO TV antenna sales message	Apr.	11	53	Disposer for Eddie Kase, Reds' first baseman	Aug.	1	2	Gas refrigerator keeps promise to gas industry	May	9	2
Telefunken — Reports tape recorder production up ..	Aug.	1	8	Free-standing gas range shows contemporary look ..	June	20	6	Gas refrigerator market promotion	Apr.	16	10
TV & Appliance City — This TV dealer made money by going into appliances	Nov.	14	22	Miss Universe at Housewares Show	July	25	6	Gas refrigerator will bow in April	May	25	10
Television-Electronics Fund, Inc. — Zenith Radio, second biggest holding	Dec.	26	4	What's new? Answer: products, plans, name	Jan.	18	2	Hurley, John — Achievement at retirement	Jan.	18	7
Temco Aircraft Corp. — Central control for coin-op washing machines	Mar.	7	3	White, Sylvia tells salesmen how to sell prospective women customers — What makes Mary "walk"? ..	Oct.	10	14	Importing blocked by obstacles	Mar.	7	4
Tenn-York Supply Corp. — Youngstown distributor ..	June	20	50	Watkins Furniture Co. — This ad broke all the rules ..	Oct.	10	14	'61 sales convention theme — "Vote RCA Whirlpool" ..	Oct.	31	8
Thermor of Orleans — Iron for left- and right-handers ..	Aug.	8	21	Wat Plumbing, Air Conditioning and Electric Co. — Customers light up window display themselves	Mar.	28	23	July features smaller combo and refrigerator with double doors and No-Frost	Oct.	31	8
Thoben Elrod Co. — York's electric heat waves Atlanta Thomas and Betts Co. — MacDonald, N. J., president, wins McGraw award	Feb.	8	12	Weathermatic Corp. — Carrier air conditioner push-includes billboards, radio spots	Aug.	22	4	'61 trip push starting	Sept.	12	3
Toledo Desk & Fixture Co. — Kitchens display at Chicago show	Jan.	4	2	Webb's City (Fla.) — "Indoor-Outdoor Exposition" ..	May	30	22	Places attention-getting up-down billboard in Times Square area, N. Y.	Sept.	12	3
Toro Mfg. Co. — Mower industry could rebound to 1959 level — new line introduced	Oct.	10	8	Webb Corp. — Acquires Dorneyer Corp. stock	Dec.	5	2	Program to "build strongest possible body of dealers"	Jan.	11	13
Toshiba — Baseball shaped transistor radio is success ..	Nov.	28	7	Promotion features tie-in with Arthur Murray Dance Studios	Feb.	8	3	RCA issues twice-monthly bulletins for dealers	Sept.	12	14
Movie about Toshiba shows wages don't tell story ..	Nov.	21	2	Wedgewood Holly — New range — "Kare-Free Kook Center"	June	20	6	Refrigerator prices Correction	Aug.	8	2
Shows HL-approved electric rice cooker at N. Y. Fair	May	9	8	Weise Co. — Rockford, Ill. shoppers prefer low prices to long guarantees	Nov.	28	3	Remote control air conditioner	Mar.	7	41
Towne Television (Conn.) — Mass approach — a class approach — They do \$150,000 a year in stereo ..	Apr.	4	24	Welbilt Corp. — Air conditioner licensing agreement with Koor Krafts	Dec.	26	4	Remote control room air conditioning unit bows ..	Feb.	29	6
Transistor World Corp. — Stollmacker, Richard wants new Japanese goods for U. S. market	Sept.	26	3	Werlein's (New Orleans) — Stereo — doesn't scare and we don't let it scare the customer	June	6	18	Sending political party contribution forms to employees' homes	Sept.	19	4
Trio Mills — Aluminate ironing board cover	May	16	10	West Bend Aluminum Co. — Small appliance maker joins food people in packaging at Christmas	Nov.	7	7	Servicing operation booklet	Apr.	4	38
True Recordings Co. — Promotes sales of tape recording with ocean display	Jan.	4	78	Westclox — Blister Pack plus the eye 'n' buy rack	Mar.	21	4	Sparks, Jack criticizes domestic marketing at AHMA convention	May	9	2
20th Century, Compton, Calif. — Atomic sign is crowd puller	May	2	28	Display rack	Oct.	17	43	Telephone sales campaign	Apr.	11	9
2 Guys from Harrison — Discounter Hubschman — 55 products for 100 dealers	May	30	1	Salesman of the year — Edward Almstedt	Dec.	26	4	Trends in new laundry lines	Aug.	8	1
Underwriters' Laboratories — Label volume up	May	9	4	West Point — Battery-operated electric power mower ..	Oct.	17	1	Unveils new line	July	25	2
United Illuminating Co. — Blanket sales up	Mar.	7	43	Western Tool and Stamping — Motion picture on power mowers	Mar.	14	63	Whirlpool-Victor — Dealer-training sessions	Apr.	18	4
They sold dehumidifiers by the carload — special report on cooling	Feb.	15	30	Westinghouse Electric — Announces money-back guarantee for automatic washers	Sept.	5	2	Whirlpool — Glass tie look for showroom	May	2	28
United Rent-A-Lis, Inc. — "Rental Service Unit" — how you can turn wasted space into hard cash	Dec.	5	8	Appliances put through "torture" tests at International Samples Fair, Milan	Apr.	25	4	White Products Corp. — Combo offers superlatives this year	Feb.	15	13
U. S. Chemical Milling Corp. — Domestic record vending machine	Nov.	21	3	Chalks up orders at firm's stereo hi-fi and TV show ..	Oct.	31	2	Features water softener at Lamb Industries exhibit ..	Feb.	29	2
United States Steel — Home modernization ideas	June	20	25	Columbus, O. depot is streamlined	Apr.	25	3	White Front Stores — You can make MONEY from leased departments	June	13	21
Issues newspaper card service	Mar.	21	39	Dealers advise top brass	Oct.	17	6	White Sewing Machine Company — Plans to double sales	Aug.	22	11
Prototype "Steelmaker Days" promotion of consumer products	July	4	8	Dial O for oven: baking by phone	Aug.	29	2	White's, Las Cruces, N. M. — They made a business out of housewares	Apr.	11	30
Summer fun ad mats	May	30	3	Experimental cabinets	July	25	8	Wilmington Appliance Co. (Wilmington, Del.) — "For us, reconditioning is a \$50,000 a year business" ..	Nov.	7	24
Universal Appliance Co. (N. M.) — Why not sell heat pumps?	Mar.	28	12	400 calls say business is better	Sept.	18	10	Wilson Supply Co. — Air conditioning distributor wins buying trip to Bombay, India	June	27	3
University TV-Appliances — "I fixed it myself" policy sells used TV sets	Nov.	14	15	Future kitchen	July	18	6	Wolfe, Claude (Orlando, Fla.) — This dealer helped save a city	Mar.	28	16
Urgo International, Inc. — Japanese plan to bring small refrigerators into the U. S.	Nov.	21	3	GE cartoon character Mogoo to promote light bulbs — Does GE tell Westinghouse	July	18	6	Woolworth, F. W. — Pres. R. C. Kirkwood says competitors "won't beat us on price"	Nov.	14	7
Shows line of refrigerators at N. Y. Trade Fair	May	9	8	Going after major Negro markets	Jan.	4	79	Yankee Atomic Electric Co. — New England goes atomic	Feb.	1	28
Van Zandt Supply Co. — Steel strike promotion worked in mining area	Feb.	8	34	Kitchen package	Mar.	14	26	York Corp. — Coin-op ice cube machine unveiled	Dec.	26	8
Vedette — Shows washers at N. Y. Trade Fair	May	9	8	Light sources in the home — booklet	Apr.	4	38	Electric heat waves Atlanta	Feb.	8	12
Victor Co. of Japan — Delmonico International signs for full line of products	Apr.	4	7	Middle East distributors convention in Beirut, Lebanon	Mar.	7	6	Heat pump sales increase	May	9	2
Disc-type recorder	Mar.	21	8	New franchise policy accompanies new Diamond Jubilee line	Oct.	24	7	1961 line stresses faster cooling	Dec.	12	3
RCA issues twice-monthly bulletins for dealers	Sept.	12	14	New trademark	July	4	8	Youngstown Kitchens — Appoints Nashville distributor ..	June	20	50
Vidmar-Mathis — "We can't afford NOT to have a service dept"	Oct.	24	18	Package kitchens: the fight for the finishes	Nov.	7	3	Color selector guide	Apr.	4	38
Vietnam Development Corp. — Putting together portable transistors for Japan's Sony Corp.	Apr.	4	6	Pizza party: dealers roll in dough	June	13	2	Kitchen package	Mar.	14	27
Vornado, Inc. — Discounter Hubschman — 55 products for 100 dealers	May	30	1	Radio-TV division — how to inject some life into a problem division	Feb.	29	4	Package kitchen: the fight for the finishes	Nov.	7	3
Hubschman, Herbert, president, tells stockholders formula for growth	Dec.	12	8	Replacement market offers big opportunity for dealers	Feb.	29	7	Yuba Power Products, Inc. — Acquired Mighty Moe, household and garden tool, from Moe Hoe Corp.	Oct.	24	8
Wagstaff Motors — Get-us-out-of-jail sale	Oct.	17	23	74th annual stockholders meeting	Apr.	18	13	ZIP Industries (New Zealand) — Green, Max, stresses need for U. S. made electrical appliances	Oct.	31	6
Walter Bros. — Ads keyed to different color TV program	July	11	36	Sorenson, R. Z. suggests new for new decade — "The Electrifying Sixties"	Mar.	28	7	Zemel Bros. — They're making money their own way ..	May	2	16
Word Manufacturing Co. — Northwoods guides remove whiskers with Sunbeam shavers	Nov.	28	3	"Spinjet" vacuum cleaner promotion	Apr.	4	8	Zenith Radio Corp. — Can a line add up to sales of 1.25 million sets?	June	13	1
				Sponsorship of CBS coverage of both conventions and election-night vote counting	Mar.	21	2	Contract ends IRWA dispute	Aug.	22	4
				Takes stand for NEMA net, not gross	Aug.	15	2	Litvak, Marshall, Miami distributor — controlled distribution plan	July	25	16
				Teams up with tap decorators to produce rooms dealers can duplicate	Aug.	29	8	Reports record quarter	May	9	30
				TV lineup for 1961 includes 7 new models	Oct.	24	7	"Reverbo-Tone" in Hi-Fi	May	30	8
				TV and stereo furniture stays with high style Trend and save campaign	Feb.	15	8	Shooting for autumn sales with newspaper ads ..	Sept.	19	4
				Turntable display for portable appliances	Aug.	8	1	Strike closes up Zenith	Aug.	15	2
				Unveils refrigerator for once-a-week family shopping Workshop week a success	Oct.	17	43	Television-Electronics Fund's second biggest holding TV sales top million mark	Dec.	26	4
				Weston, Payl (Famous Appliances, Colo.) — Refrigerator refinishing — Color ups the trade on trade-ins ..	Feb.	8	16	Triumphs over Admiral in patent suit	Sept.	5	2
				Whirlpool Corp. — Aims at coin-op sales	May	2	3	Urges authorization of "compatible" multiplex FM broadcasting system	Mar.	21	8
				Air conditioner dealers meeting in Las Vegas	Mar.	7	4	Wright: a look ahead through Zenith's glasses	Mar.	14	3
				ALHMA ad code to be enforced	July	4	1	You can find profits in TV	Jan.	18	2
				Awards program winners receive brand-new MG sportscars	Apr.	4	38	Zucca, Harold — Designer handles kitchen installations ..	Mar.	14	2

**"When we put in
the Payroll
Savings Plan..."**



"It fitted into our operation perfectly..."

"I had an idea it might be a bit complicated to install the Payroll Savings Plan. Seeing all our people, explaining how it operates, pointing out its advantages. But the way it worked out it was simplicity itself.

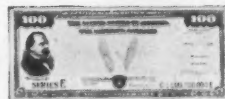
"All we did was contact our State Savings Bonds Director. He outlined the campaign for us, working through the bond officer we appointed. A short, company-wide person-to-person canvass was set up—and the results were absolutely amazing. Some of our people told us later that since they found out how convenient it is to save *regularly* through the Payroll plan they have actually increased other investments, too!"

When your company has a flourishing Payroll Savings Plan for U.S. Savings Bonds, participating employees have the added satisfaction of helping to keep America strong.

For prompt, friendly help in setting up a Payroll Savings Plan in your organization, contact your State Savings Bonds Director. Or write Savings Bonds Division, U.S. Treasury Department, Washington, D.C.



ALL U.S. SAVINGS BONDS—OLD OR NEW—EARN $\frac{1}{2}\%$ MORE THAN BEFORE



THE U. S. GOVERNMENT DOES NOT PAY FOR THIS ADVERTISEMENT. THE TREASURY DEPARTMENT THANKS, FOR THEIR PATRIOTISM, THE ADVERTISING COUNCIL AND THE DONOR ABOVE.

Better

your business with Westinghouse



**Big \$2 savings for your customers during
Westinghouse - Softasilk Anniversary Promotion!**

**Better
Homes** | **LADIES' HOME
JOURNAL**
and Gardens



This beautiful advertisement appears in 4 colors in Ladies' Home Journal and in Better Homes & Gardens. Watch for it!

To help celebrate Westinghouse's 75th anniversary, General Mills' Softasilk Cake Flour is offering a \$2 refund offer on the Westinghouse Stainless Steel Coffee Maker and the Westinghouse Food Mixer. Millions of coupons in special Softasilk boxes will be working for you. You don't have to do a thing—except sell these great Westinghouse appliances at your regular prices! Couldn't be easier! We're telling 40 million housewives the good news via powerful 4-color ads in the February issue of LADIES' HOME JOURNAL and BETTER HOMES & GARDENS. Don't delay—call your Westinghouse distributor today to find out how this event can help you **BETTER YOUR BUSINESS.** You can be sure...if it's Westinghouse!

Westinghouse





1. **THERE'S ROOM FOR A BIG DISPLAY** of reconditioned appliances in the "warehouse store" operated by Schmid Appliance Co. in Denver. Before the firm took over an abandoned garage as a warehouse, trades had to be dumped because there was no room in parent store in which to merchandise them.

They Made Room For TRADE-INS

Until the Schmid Appliance Co. took over an old garage three years ago, the firm was losing money on trades. Now they sell 1,350 a year, make money on each, and have boosted their new appliance sales, too.

The 51-year-old Schmid firm has suffered from space problems almost from the beginning of its operation in Denver.

Its small showroom in a crowded apartment house district offered little opportunity for physical expansion. It was necessary to warehouse appliances elsewhere, selling from samples on the sales floor. Even purchasing the building in which the showroom was located, and remodeling what had formerly been apartments on the second floor into separate showrooms for TV, stereo, tape recorders, model kitchen and phonograph display was not the full answer.

This lack of space also forced the firm to "dump" its trade-ins. "The problem was a really serious one," says Buck Whithorn, in charge of the warehouse store. "We were losing money so continuously that we felt that the

trade-in problem alone was enough reason to set up a warehouse store—although we felt that the ability to display large numbers of new appliances would at the same time put us in a better competitive position."

A solution in a garage. Three years ago the firm leased what had formerly been an automotive service garage only a short distance from the main store.

Now, with the former garage functioning as a "warehouse store," Schmid Appliance Company has undergone a remarkable experience. Not only has the warehouse store more than doubled total volume in the space of three years, primarily because of four huge warehouse sales held each year, but trade-ins, formerly a thorny problem, have become a profitable item.

"One thing interlocks with the other," Buck

Whithorn said. "Because the pressure is off the trade-in problem, new white goods sell far better, and the trade-in department itself can pay the operating overhead."

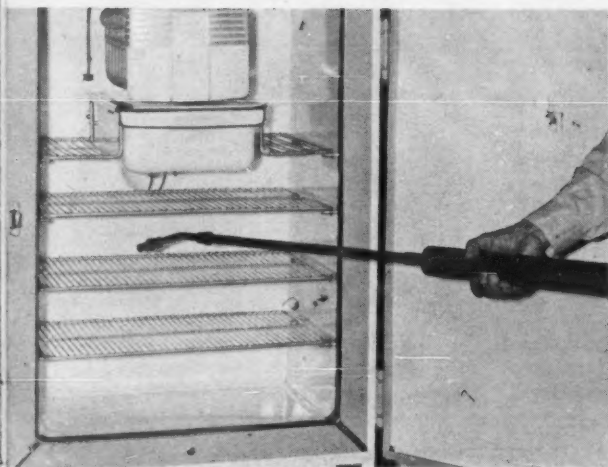
Designed for handling trades. The entire right wall of the garage, for the length of more than 100 feet, shows trade-in refrigerators, for example, spaced a few inches apart, all operating, and priced from \$35 to better than \$300. Separate rectangular areas out in front show electric ranges, gas ranges, automatic washers, home freezers, all thoroughly reconditioned for resale. While these departments are not readily visible from the street—new white goods filling up the front third of the garage—they amount to a "department store of reconditioned trade-ins" which has a powerful appeal to budget-minded homeowners, apartment house owners and even commercial buyers.

Trade-in sales for the last three years have grown steadily until 1959 figures showed around 1,350 sales. The store will average around 110 trade-ins sold every month, as against less than 20 in the past, and all returning a worthwhile profit for the effort involved.

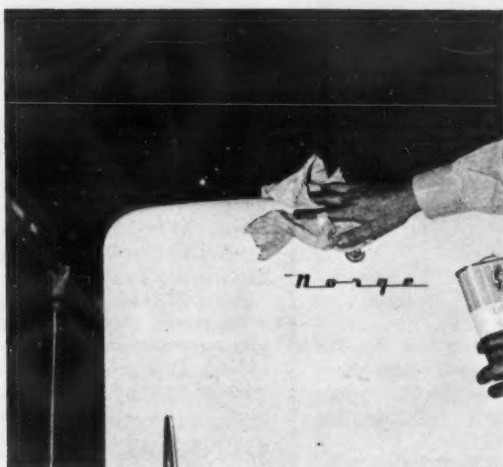
- 2. SOLUTION TO SPACE PROBLEM** facing Schmid came with rental of this 75x100-foot garage only a short distance from firm's main store.



Four steps to making money on trade-ins



- 3. THOROUGH STEAM CLEANING** is first step in reconditioning a trade at Schmid's. After cleaning, most touchup work can be handled with aerosol paint bomb.



- 4. CONSTANT POLISHING** by warehouse staff insures an impressive and attractive array of trade-in merchandise ready to catch any potential customer's eye.



- 5. BIG LIGHT BULB** is used so that interior of refrigerator will really gleam when prospect opens door. Usual 7½-watt model is replaced by 40-watt bulb.

Good management methods are responsible, as is the fact that the Schmid store has kept its operations entirely in the top quality bracket for more than half a century in Denver, and has a rare degree of customer loyalty and confidence. Take refrigerators for example. Each trade-in brought into the shop is thoroughly steam-cleaned with a wheel-mounted steam jenny. Minor touchup work is done with aerosol spray cans. There is very little need for full repaint jobs, due to the generally high caliber of trade-ins offered to Schmid; the few are farmed out to an auto body shop for professional finishing.

Every refrigerator is bench tested, gas recharged, and rolled out along the wall, where, until it is sold, the box will operate continuously. "We believe in keeping every refrigerator or home freezer running simply because it eliminates the sour, musty odor which automatically knocks a third of the value off of the box when the prospect opens it," Whithorn said. "For the same reason, we put in a 40-watt refrigerator bulb, instead of the usual 7½-watt model, so that bright, sparkling light shows the prospect that the interior of the refrigerator is scrupulously clean. It also shows the three new ice cube trays which we have installed in every refrigerator, and the fact that there is no dust, no rust or any objectional features inside."

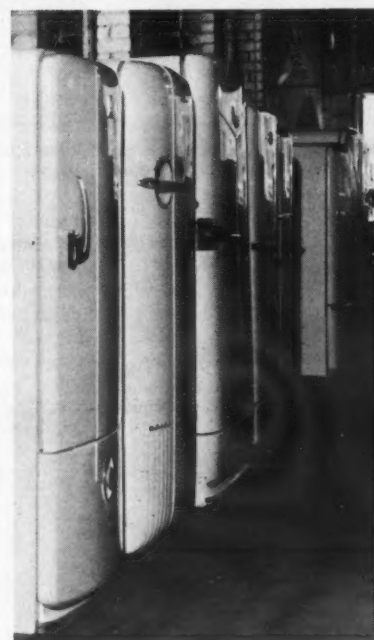
While the box is running on display, it is thoroughly waxed, using an easy-to-apply liquid wax, plenty of soft cloths and a machine buffer if necessary. "The combination of steam cleaning, waxing, replacing the interior trays, and the bright bulb are enough that we can

sell the average refrigerator at 25% above the usual price," Whithorn said. "The customer knows that the price is higher, but seldom objects," he pointed out.

Spark-plugging interest in the refrigerator department is the near-new section, which shows as many as a dozen 1959 or 1958 high-styled refrigerators, with across-the-top freezer compartment, every deluxe feature, priced anywhere from \$250 to \$329 or more. Most of these have been traded in by homeowners who have decided on built-ins, and since Schmid Appliance Company makes a feature of built-ins, the store gets "first crack" at many such highly desirable, fast-selling trade-ins.

It works for new appliances too. When the four warehouse sales are scheduled each year, usually lasting a week and spaced a quarter apart, six salesmen from the relatively tiny Schmid headquarters store are brought over to take care of the traffic, while full-page newspaper ads are used in both a morning and evening Denver daily. Prices are kept "competitive" simply through carload buying, but as has been the case since its beginning, Schmid Appliance Company stays below full list price, depends on a widespread reputation for flawless merchandise, unconditional guarantees, and fast, reliable service and delivery to make sales. Because there is plenty of parking space in the area, and because the warehouse creates a "bargain atmosphere" psychologically, as soon as a customer comes in, sales resistance at this point is remarkably lower than in the original showroom setup.

- 6. MASS DISPLAY** helps get story across that Schmid carries wide variety of used appliances in several price ranges.



NEW PRODUCTS

FEATURES THIS WEEK

1961 range lines by Magic Chef, Modern Maid, General Electric • Subzero freezers • Sylvania TV sets • Grundig-Majestic transistor radio • Mathes TV center • Mirro broiler • Coleman heat pump



GAS RANGE GS1010-4W9CE



ELECTRIC 3510-4WCE

MAGIC CHEF Gas and Electric Ranges

Highlighting the new Magic Chef line of gas and electric ranges is the trend-setting 1010 series; top-of-line, 36-in. model GS1010-WGCE features a quilted pattern, sculptured in porcelain enamel base and backguard. This series sets the design motif for the entire line of nearly 100 free-standing and built-in gas and electric ranges.

Other gas features are Gold Star models with simmer flame Uni-Burner, with 3 color-coded click positions for any degree of heat from low to rapid boil flame; 1 burner has Magitrol thermostatic control; a sensing element automatically maintains heat dialed; party-size griddle as a 5th burner.

All automatic oven controls are in the Magic Control center; top oven feature is the Dial-A-Magic roasting control; it computes cooking time required and automatically turns oven on and off at necessary times; Red-Wheel lo-temp oven control; oven door window; second oven with automatic rotisserie and Glide-A-Matic broiler. Range top is recessed to catch spillovers. Available in 20-, 30-, 36- and 39-in. sizes. Operating instructions are clearly lettered on panel.

Electric models' surface units are operated by infinite heat controls; the oven is clock controlled and thermostatically controlled. The 36-in. range comes with second oven for

baking, broiling or a rotisserie. Recessed porcelain top is acid- and scratch-resistant; surface elements and porcelain bowls lift out for cleaning; bake and broil elements have special positioning for easy oven cleaning; come in 20-, 30- and 36-in. sizes.

Built-in gas ovens and counter units come in 3 types in 5 decorator colors: A built-in oven with Dial-A-Magic roasting control; Red-Wheel lo-temp oven control; oven ready signal light; panel light; electric clock and interval timer; oven door window and interior light.

4-burner drop-in with recessed top controls or front controls are available as well as a new smaller 24-in. drop-in with top controls. Shallow construction permits drawer underneath compact unit. Counter units equipped with new Simmer Flame Uni-Burners with 3 color-coded click positions; Magitrol thermostatic top burner.

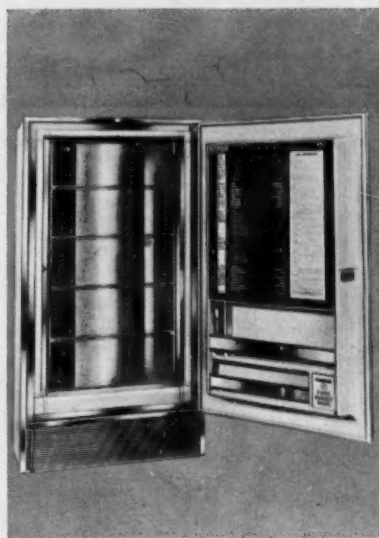
The new electric line of 4 ovens in 5 decorator colors have clock-controlled ovens; panel lighting; oven signal light; double pane oven door window; interior light; and optional rotisserie.

Counter units are operated by infinite surface heat controls with an unlimited range of heat from "keep-warm" to rapid boil. Available in 30- and 24-in. units with top control. **Magic Chef, Inc., Cleveland, Tenn.**

GAS BUILT-INS



ELECTRIC BUILT-INS



SUB ZERO Freezers

Nos. 1900D and 2300D added to Sub-Zero's 1961 line feature 3½-in. moisture-resistant Laminar Fibreglas and a generous amount of coiling at top and under each shelf for faster freezing, uniform temperature control; bonderized, Paintlock steel exterior in white baked on enamel. Features include a Food File index; Food Budget bank; Food Preparation chart; portable package finder light; brushed aluminum inner compartment Cold Saver doors; condensing unit with service valve; lifetime compressor warranty plan. Outside door has built-in lock, trigger action latch; aluminum extrusion framing cabinet front; 3 hinges; lift-off grille at bottom for access to compressor. **Sub-Zero Freezer Co., Inc., Box 2017, Madison, Wis.**

MODERN MAID Built-In Ranges

Modern Maid announces the addition of "Town House 24" 1-piece built-in ranges. Originally designed for large tract builders and apartment house trade, it has been found "Town House 24" ranges are being specified for remodeling and new construction because of space requirements.

The new electric models feature fully automatic clock-controlled oven, glass door, oven light, rotisserie and Thermal-Eye.

Gas models are available with clock, Minute Minder, glass door, oven light, rotisserie and Thermal-Eye.

All come in brushed chrome and coppertone, turquoise, pink and yellow porcelain. If cabinets are not required, this model can be furnished with 2 finished sides and a backrail,



making it into an attractive and unique free-standing range. **Tennessee Stove Works, Chattanooga 1, Tenn.**

GENERAL ELECTRIC 1961 Range Line

General Electric is introducing histyled exhaust hoods for built-in surface cooking units in its 1961 line of ranges.

Three new built-in ovens, called the Custom line, have been added, bringing to 6 the number of ovens offered by G-E.

New mechanical features include higher wattages on the Calrod surface units for faster cooking; 3-in-1 Sensi-Temp units for accuracy in cooking with 4-, 6- or 8-in. pots and pans. These units are controlled individually by pushbuttons and provide constant heat with maximum temperature range and accuracy from 150 to 500 degs.; which at maximum brings a pt. of water to a boil in 130 secs.

New Dinner-Dial controls are available on many ovens in the new built-in ranges; control provides for baking, time baking, broiling and roasting and holds temperature accurately during entire cooking operation.

Two of the 3 hoods in line, Deluxe JH-94 and Custom JH-96, feature the Eye-Hi controls for surface cooking

units. They are equipped also with a 2-speed exhaust fan, 2 washable permanent filters; a master indicator light and built-in dampers. They can be used with either top or rear exhaust. Standard JH-92 is equipped with an axial floor exhaust fan; an incandescent light; a washable permanent filter, and may be used above any cooktop that does not have a companion hood. Damper is optional.

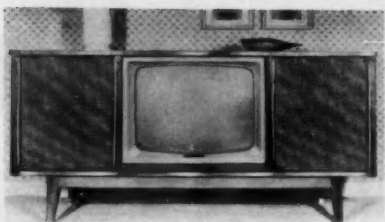
All hoods come in coppertone, aluminum color and 2 top-end models have changeable front panels. They are removable and replacements are available in turquoise, pink, yellow, brown and white. Calrod units on surface burners lift up and lock into an out of way position so that reflector pans and trim ring are easily removed for cleaning at sink. Ovens have rounded corners; doors are removable; larger oven windows are introduced on many of the new models. The built-in range units come pre-assembled and ready to slide into place in minutes. They are designed to fit standard metal cabinets. **General Electric Co., Louisville 1, Kentucky.**

G-E OVEN JC-28V; HOOD JH-96 AND JP-86 SURFACE UNIT



G-E JH-94 HOOD; JC-15 OVEN JP-84 SURFACE UNIT





MATHES Center

No. G1423, a new hi-fi combination, TV, AM-FM radio and stereo entertainment center in oiled American walnut, features hi-fi TV, a 23-in. aluminized picture tube; audio played through 6 hi-fi speakers; a record player that reproduces hi-fi and stereo records automatically or manually; hi-fi AM-FM broadcast multiplexing and tape decking. **Curtis Mathes Mfg. Co., Dallas, Tex.**

SYLVANIA TV Sets

Four new TV sets equipped with newly developed tuners that increase fringe area reception are announced.

The tuner, which incorporates a new Sylvania tube No. 6GK5, reduces the signal-to-noise ratio, minimizing background "snow" and increasing fringe area reception; 2 are 19-in. table sets and 2 are 23-in. consoles.

All are equipped with Sylvania bonded shield picture tubes, which offer dust-free convenience and greater safety; 3 models have reflection-free screens, which eliminate mirror-like reflections on the TV picture.

The 19-in. table models are designed as space savers, with the bulk trimmed from cabinets resulting in a new slim cabinet only 8 1/4 in. deep.

The table models feature stain- and chip-resistant metal cabinets; built-in

antennas; front speakers and front controls. No. 19T10, in turquoise or sierra brown, has an open list; No. 19T11 in match mahogany, blonde and walnut furniture.

No. 23C40 includes front controls; 2 front-mounted speakers; caster wheel base and reflection-free screen.

No. 23C43 has a 90-deg. swivel base and HaloLight; front controls; 2 speakers; reflection-free screen; both are available in finishes to match mahogany, blonde and walnut furniture.

No. 19T04 a provincial 19-in. console in antique white includes a matching console base.

Prices. No. 19T10, open list, 19T11, \$189.95; Console, 19T04, \$229.95; 23C40, \$259.95; 23C43, deluxe console, \$279.95. **Sylvania Electric Products, Inc., Batavia, N. Y.**

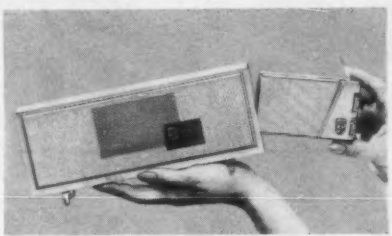
SYLVANIA CONSOLE 23C43



GRUNDIG-MAJESTIC Mini-Convertible

Mini-Convertible consists of an 8-transistor radio, case (slightly larger than a cigarette package—9 3/4 x 4 x 1 1/2 in.) and a companion table cabinet with self-contained speaker. It operates as a table model by inserting the transistor radio into the collapsible right-hand side of the table cabinet; this action simultaneously cuts off radio speaker installed within cabinet; both speakers are permanent-dynamic extended-range type.

For separate personal use, the transistor radio ejects from the table cabinet by pressing release button on opposite side of cabinet. The radio employs printed circuitry and is powered by a single 9v flat battery; twin thumb wheels regulate volume and tuning; the latter indicated through a magnified dial window. Other fea-



tures include an earphone jack and metal easel-mount. Characteristics that spotlight its versatility: modern styling in a choice of 2-tone color combinations; battery operation; 4 modern-styled legs; combined weight of 1 lb. 13 oz.; gift-boxed with leather carrying case for transistor radio.

Price, \$69.95. Majestic International Sales, 743 N. La Salle St., Chicago 10; or 75 Sedgwick St., Brooklyn 31.

CASSIDY Wet-Dry Vacuum Cleaner

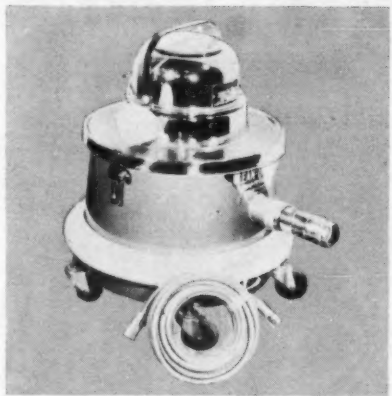
A new lightweight commercial cleaner, No. 200, for water or dry pickup is announced. Designed for use in restaurants, motels, hotels, offices and similar areas, it is equipped with a 1/2-hp motor and operates on standard 115v; weighs 25 lbs.; easy to carry or roll.

It has a capacity of 2 gal. water pickup and 1/4 bu. dry pickup and is equipped with a 6-ft. 1 1/2-diam. plastic hose. A full range of standard tools is also available.

The tank is enamel-lined to resist acids, detergents, etc., and is mounted on swiveling casters.

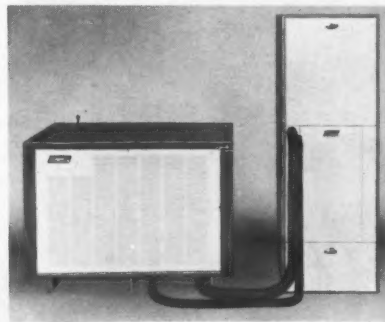
The vacuum cleaner is equipped with a heavy plastic bumper to protect furniture. Measurements are 19 in. high and 15 in. diam.; 1-hand portable, it can be used for blowing

by reconnecting hose to convenient vacuum outlet. **Cassidy Products, Inc., 2285 University Ave., St. Paul 14, Minn.**



COLEMAN Heat Pump

This 3-hp electric air-to-air hermetic heat pump consists of an outdoor unit and compact indoor unit for use with forced air systems. The system has 36,000 Btu cooling capacity and 38,000 Btu heating. An extra-large coil combined with low temperature loop



and special heat expansion valve maintains operating efficiency when outside temperatures are in the 0 to 45 deg. range.

Outdoor unit has a built-in drier, reversing and service valves, in-line check valve and reliable defrost system, weather-protected steel cabinet.

Indoor unit combines a dual-purpose heating and cooling coil, blower section with wide airflow adjustment, filter and built-in 5 kw heater. It is adaptable to up-flow, down-flow or horizontal air delivery. A combination air pressure and coil temperature control cuts in element automatically to protect against excessive temperature drop during defrost. Both units have sight glass and drier. A combination 1-stage cooling and 2-stage heating thermostat is standard. **The Coleman Co., Inc., Heating and Air Cond. Div., Wichita 1, Kansas.**

SANO-FRESH Air Purifier

Sano-Fresh portable No. 17 air purifier employs the principle of forcing air through activated carbon; it is compact and portable, weighing about 5 lbs.; and uses less current than a 20w light bulb; plugs into any outlet and can be moved to any room in house; it is useful for freshening closets, destroying paint, smoke and other odors; an economical replaceable filter normally retains full effectiveness for a year or more.

It purifies and recirculates air without taking out heated or cooled air, winter or summer; can be carried on trips; of spun anodized aluminum it carries a full year guarantee. Comes with or without wall bracket; has 20v directed air flow exhaust.

Price, \$39.95. Roark Industries, Inc., Box 29, Oklahoma City 1, Okla.



MIRRO Aluminum Portable Broiler

A portable electric broiler, No. M-0105, designed for kitchen, dining room or patio service is introduced.

The new broiler offers the homemaker a compact, easy-to-store unit which broils foods quickly and uniformly. Food can be broiled and served on the spot, saving unnecessary steps. Eliminates unpleasant, tedious oven cleaning. An open-end safety hinge permits detachment of cover from base, and the base and self-draining, removable 9-in. meat rack can be placed in sink or dishpan.

When in open position for inserting or removing food, the domed cover rests securely on a large, easy-grip plastic handle. Cool plastic side handles on base of broiler facilitate portability.

A full-size, brick-type element in cover disperses heat evenly; 700w, 120v, ac or dc; each broiler has a complete cord set.

Price, \$9.95. Mirro Aluminum Co., Manitowoc, Wis.



SAFE-T-SUN Lamp

A new sun lamp, which the manufacturers claim can't burn, is announced.

The new lamp features a specially designed filter which prevents the harmful shorter ultraviolet rays from reaching the skin; only the long, deeply penetrating tanning rays touch the skin.

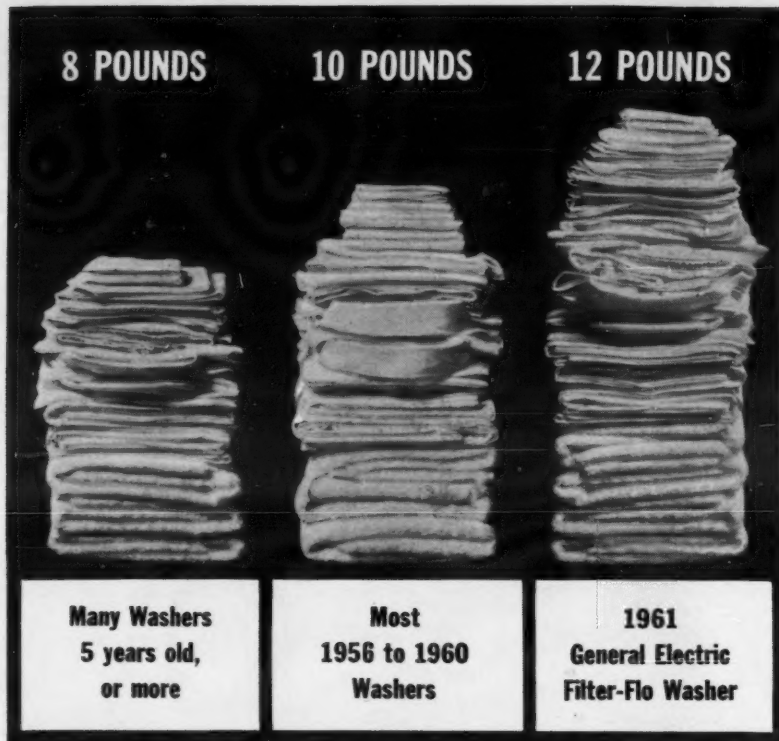
The decorator-styled portable lamp weighs only 15 lbs.; and adjusts from 11 to 61 in. high. Its 25-in. arm extends easily over table, desk or bed, and it can be stored in closets.

A round, wide base prevents it from tipping or wobbling, and a ring of rubber around the rim of the base protects floors and rugs.

Price, \$39.95 which includes 5 individual filters. Safe-T-Sun Lamp Corp., Williamsburg, Va.



GENERAL ELECTRIC.



12-LB. LOAD!

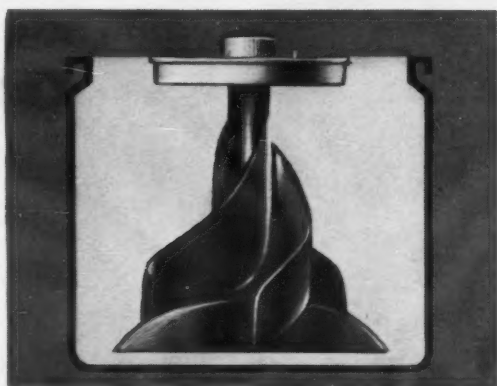
20 per cent greater capacity than previous models—possible only through a completely re-engineered machine.

CLEANER THAN EVER!

Truly clean—through the extra washing action, possible only with the new features shown below.

A Totally New Washing System!

Here's why General Electric washes a 12-lb. load really clean!

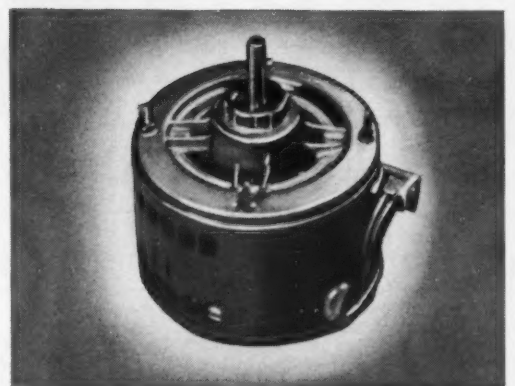


◀ NEW BASKET

Not just a bigger washbasket—but a completely redesigned washbasket—narrower, deeper, more efficient.

NEW MOTOR ▶

A more-powerful, heavy-duty motor which produces the turnover necessary to get all the clothes in a 12-lb. load truly clean.

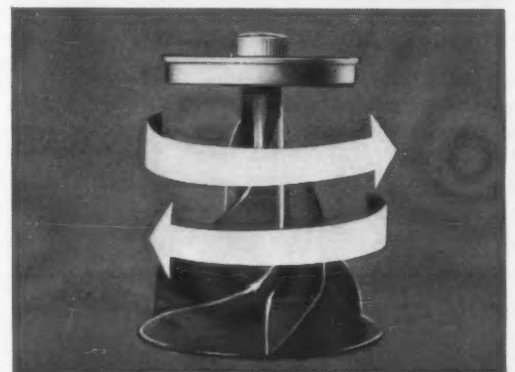


◀ NEW ACTIVATOR

New spiral design gives 81 per cent more wash flexings than previous models—more effective clothes turnover.

NEW ACTION ▶

Activator stroke-rate increased from 70 to 100 strokes per minute with shorter strokes for gentle, efficient cleaning action.



...FIRST AGAIN!



**6 years after the famous
Filter-Flo® Washer—
General Electric's new
12-lb. load and greater
washability again revolutionize
← the home laundry industry!**



**THE NEW GENERAL ELECTRIC
FILTER-FLO WASHER HAS THE
FEATURES YOUR CUSTOMERS WANT,
WILL LOOK FOR — WILL PAY FOR!**

General Electric Company, Appliance
Park, Louisville 1, Kentucky



MODEL WA-1050V

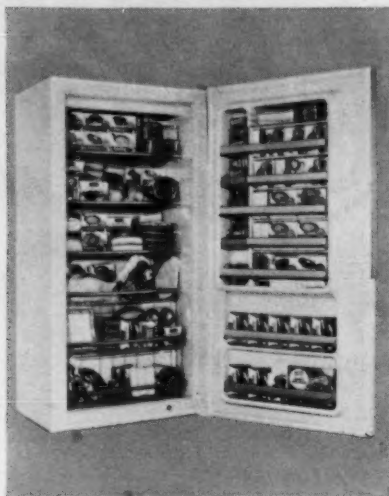
Progress Is Our Most Important Product

GENERAL  ELECTRIC

JANUARY 30, 1961



MAGIC CHEF Announces Frostless Freezers



Magic Chef upright frostless freezer No. F-200 holds 665 lbs. food; features Trimline styling; orange and black color design highlights the exterior cabinet with soft blue and gold interior.

Features blast-freezing method that freezes all food surfaces at the same time insuring uniform sub-zero temperatures with a super-sized fan that moves over 400 cfm.

Chest model H-210 holds 735 lbs. food; has Trimline design; square corners; orange and black exterior; blue inside interior; new flexible lid for perfect seal; signal light indicates freezer is in operation; lid interior and breaker strips of high impact plastic is unbreakable and easy to clean.

Magic Chef, Inc., Cleveland, Tenn.

F-200 FROSTLESS FREEZER



ANCHOR HOCKING Drink Twirler

No. 3554 25-oz. stemmed drink twirler with pouring lip. Pictured with twirler are Anchor Hocking No. 3264 4 1/2-oz. cocktail glasses. **Prices,** twirler, 59¢; glasses 10¢. **Anchor Hocking Glass Corp., Lancaster, O.**

Briefs



Stain-Aid, an oxygen-type stain remover for tea and coffee stains; **Drain-Aid**, a bacteria/enzyme drain cleaner; **Septi-Kleen**, a bacteria/en-



STUDEBAKER Trucks

The Panel Wagon (shown) is a conversion of the Lark 2-door station wagon with metal advertising side panels covering the side windows; with a twist of a few turn-fasteners the vehicle can be changed from a business wagon to a high-style Lark station wagon.

The Utility sedan provides transportation with plenty of cargo space; it converts the Lark 2-door sedan to a

business coupe through removal of the rear seat and the addition of a plywood floor; designed for salesmen and small businesses needing maximum room inside.

All 6-cylinder Lark models for 1961 will feature the new "Skybolt" overhead valve engine which develops 112-hp at 4500 rpm with a torque rating of 154 at 2,000 rpm. An all-new instrument panel has easy-to-read dials conveniently located. Standard equipment includes bonded brake linings, safety-padded dash; suspended brake and clutch pedals; new fresh air inlet on cowl; counterbalanced hood mechanism; safety cone steering wheel and increased windshield wiper area.

A choice of optional equipment includes special thermostats, generators, alternators. **Studebaker-Packard Corp., South Bend, Ind.**

zyme product which restores normal digestive action to clogged septic tanks, cesspools and drain fields; **Swish-Kleen**, a 4-way germicide cleaner that cleans, sanitizes, disinfects and deodorizes all hard surfaces; and **Swim-Kleen**, a new algicide and sanitizer which keeps swimming pools germ-free, algae-free and eliminates slime are consumer products recently introduced to the trade by the **Lewis Research Labs., Inc., Englewood, N. J.**

A stereo headset designed for personalized hi-fi listening is announced by Allied Radio. The Knight KN-840 Professional hi-fi stereo headset connects to the speaker output terminals of any stereo hi-fi amplifier to provide undistorted, full-range stereo reproduction. Each earphone is a carefully designed hi-fi speaker with

an electro-dynamic driver and a hyperbolic baffle which delivers a level, uniform frequency response of 20 to 16,000 cps. A matching transformer, KN-842, and a headset control unit, KN-841, designed to provide chair-side control for the headset are available as optional accessories. KN-940, \$22.95; KN-841 control, \$5.95; KN-842 transformer, \$5.95. **Allied Radio Corp., 100 N. Western Ave., Chicago 80.**



COIN-OP LAUNDRIES

'If You Can't Lick 'Em, Open One Of Your Own'

That's what Dallas appliance dealer John Jordan (below) did when he discovered that local coin-ops were cutting into both his sales and service business

Before he took any action, Jordan checked his market closely. He discovered that a substantial number of prospective customers were deferring the purchase of laundry equipment in favor of coin-ops. And he found that many previous customers were using the coin-ops instead of handing out \$50 to \$80 for expensive repairs on their existing equipment.

The result of this research was the

establishment by Jordan of two self-service laundries under his own name. In the process his appliance experience put him in good stead, since he used previous knowledge of equipment in picking out machines for the new coin-ops. In addition, service on these presented no problem since he was able to use his regular washer repairmen on the coin-ops.

Jordan quickly learned several lessons in operating a coin-op. He

found for example, that 24-hour operation attracted "night owls" of questionable character. He solved the problem by hiring a security firm to close stores at midnight and open them again at 5 a.m.

Jordan also discovered that it

took comparatively little advertising. Word of mouth is apparently the most successful medium. Jordan was able to have his servicemen suggest the use of a Jordan-owned coin-op when an automatic washer required expensive service.



To Sell A Kitchen, Sell The Architect

Paul Goff has proved that dealers can sell builders and architects if you give them what they need most—plenty of accurate, up-to-the-minute information on the payment

Goff is more than just the kitchen planner for Mason's Furniture and Appliances in Tulsa. He's also a one-man information bureau.

And that's how he sells architects and contractors.

The first step in Goff's plan was to become acquainted with these groups. He made the rounds of architects and contractors, introducing himself and leaving brochures and spec sheets on kitchen equipment.

There are so many new products on the market, says Goff, that the builder can't keep up with all of them. Goff impresses them with the fact that he's an expert who can help them solve their problems.

The payoff for Goff comes not only from the sale of big installations to

these groups, but also from the contacts they furnish for single home sales. That's why Mason's decorated and furnished one home complete in both the 1959 and 1960 Tulsa builders' parade of homes.

The price Goff pays for such results is the time he spends in uncovering and absorbing data on new products. "You have to study all the time to keep up with new items. I read manufacturer literature and general and business magazines. I attend new product meetings. And I talk with manufacturers about new products that will soon be introduced."

For the information to pay off, however, it must be utilized. "When I hear about new equipment, I pass the information on promptly to architects and builders," says Goff.



WHODUNIT?

WHOTOOK a new look at what air conditioner dealers want in sales incentive programs?

WHOFIND a new way to make room air conditioners cool more space... more quietly than ever?

WHOTACKLED the question of what to do with an air conditioner in winter?

WHOSOLVED the problem of super-fast installation... for two complete lines of units?

WHOBROKE the capacity barrier by developing a new 28,000 BTUH unit?

... Here are the facts of the case

There's a Chrysler Room Air Conditioner Distributor near you. Check this list for his name and date of his dealer showing*
...then call him today!

ALABAMA
BIRMINGHAM
Wimberly & Thomas
Hardware Co.
February 17, 18
MOBILE
McGowan-Lyons
Hardware & Supply Co.

ARIZONA
PHOENIX
Air Products Div.
of Climate Control Co.
February 6

ARKANSAS
FT. SMITH
Engles Supply Co.
February 6
LITTLE ROCK
Wallock Wholesale, Inc.
February 6

CALIFORNIA
LOS ANGELES
Chrysler Corporation,
Airtemp Div.
February 10
Corwin-Hall Distributing Co.
February 8

COLORADO
DENVER
R. A. Haines & Co.
February 10

CONNECTICUT
HARTFORD
Stern & Company

DISTRICT OF COLUMBIA
WASHINGTON
Wilson Supply Company, Inc.
February 12

FLORIDA
HIALEAH
Chrysler Corporation,
Airtemp Div.
February 11
JACKSONVILLE
Horne-Wilson, Inc.
February 6, 7

ORLANDO
Horne-Wilson, Inc.
February 8, 9
TALLAHASSEE
Horne-Wilson, Inc.

TAMPA
Horne-Wilson, Inc.
February 13, 14

GEORGIA
ATLANTA
Chrysler Corporation,
Airtemp Div.
February 9

ILLINOIS
CHICAGO
Electric Supply Corp.
February 7, 8, 9
E. ST. LOUIS
Illinois Electric Works, Inc.
February 23, 24, 25

QUINCY
Tossick Refrigeration
February 7

INDIANA
EVANSVILLE
Ohio Valley Hardware Co., Inc.
February 14
INDIANAPOLIS
Chrysler Corporation,
Airtemp Div.
February 8, 9

KANSAS
SALINA
Air Conditioning Supply Co.
February 10

WICHITA
Midwest Motor Parts, Inc.
February 10, 11

KENTUCKY
LOUISVILLE
Stratton & Terstege Co.
February 8

LOUISIANA
NEW ORLEANS
Chrysler Corporation,
Airtemp Div.
SHREVEPORT
Tri-State Distributing Co., Inc.
February 12

MASSACHUSETTS
CAMBRIDGE
Northeastern Distributors, Inc.

MICHIGAN
DETROIT
C. Carson Merchandisers

MINNESOTA
MINNEAPOLIS
W. R. Miller Company
February 9, 10, 11

MISSISSIPPI
CLARKSDALE
Cooling-Heating Supply, Inc.
February 15
JACKSON
Kremer-Oliver Co., Inc.
February 17

MISSOURI
COLUMBIA
Baker-McClintic Company
February 9
KANSAS CITY
Reliance Appliance
Distributors, Inc.

ST. LOUIS
Refrigeration Supplies, Inc.
February 16
NEW JERSEY
CLIFFSIDE PARK
M. Rothman & Company
February 5, 6, 7

NEW YORK
ALBANY
State Electronic Distributors, Inc.
February 9
BUFFALO
North Star Supply Company
February 8, 9
JAMAICA
Sunset Electrical
Supply Company, Inc.
February 5, 6, 7

NORTH CAROLINA
DURHAM
Southernair Company
February 15
OHIO
AKRON
H. & C. Supply, Inc.
February 21 (in Akron)
February 26 (in Cleveland)

CINCINNATI
Johnson Electric Supply Co.
COLUMBUS
Bogen, Inc.
February 28
DAYTON
J. W. Roll, Inc.
February 10

TOLEDO
The Toledo Merchandise Co.
February 9

OKLAHOMA
OKLAHOMA CITY
Modern Distributors, Inc.
February 13

OREGON
PORTLAND
Refrigerative Supplies, Inc.
February 17

PENNSYLVANIA
ERIE
Felheim Heating & Roofing Co.

HARRISBURG
Penn Appliance Dist., Inc.
February 8

KINGSTON
Kingston Electric Co.
PHILADELPHIA
S. S. Fretz, Jr., Inc.
February 14

PITTSBURGH
Tri-State Supply, Inc.
February 15

WILLIAMSPORT
Neyhart's, Inc.

TENNESSEE
CHATTANOOGA
Southern Blowpipe
& Roofing Co.
KNOXVILLE
Fraker Heating &
Equipment Co., Inc.
MEMPHIS
Neel & Floyd, Inc.
February 15
NASHVILLE
Central Distributors
Div. of Central
Air Conditioning & Heating
January 31

TEXAS
DALLAS
Sabine Supply Co.
February 13
HOUSTON
Chrysler Corporation,
Airtemp Div.
February 6
TEXARKANA
Aycock Distributing Co., Inc.
January 24

UTAH
SALT LAKE CITY
Air Conditioning, Inc.
February 10

VIRGINIA
NORFOLK
Virginia Parts Corp.

WASHINGTON
SPOKANE
Parts Wholesalers, Inc.
February 17

WEST VIRGINIA
HUNTINGTON
Banks-Miller Supply Co.
February 8

WISCONSIN
GREEN BAY
Boulder Parts Corporation
MILWAUKEE
McCarthy & Company
March 17

CANADA
TORONTO
Therm-O-Rite Products, Ltd.

*Where showing dates are not indicated, this information was not available at press time.

CHRYSLER
AIRTEMP

Chrysler Corporation, Airtemp Division, Dept. DP-21, Dayton 4, Ohio

WHODUNIT? CHRYSLER...AG

AIRTEMP



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AGAIN FOR '61!

It's no mystery why Chrysler Room Air Conditioners for '61 are headed for the best-seller list again. Chrysler brings you more advanced styling—like the new reversible Decorator Front. New features—there's nothing on the market like the exclusive Chrysler Weather Seal. Greater capacity—up to 28,000 BTUH. Faster installation—from a new mounting kit that's standard on two complete lines.

You get them all, and more, with Chrysler! Could you (or your customers) ask for anything more?

POWER KING. Now slimmer than ever. Five models, eight capacities. 7,000 BTUH to 9,800 BTUH in 16" depth; 12,000 BTUH to 17,500 BTUH in 22" depth. Reverse cycle available. Two-speed blower; washable germicidal filter; weather-proof cabinet. 115 or 230 volts; 7½ or 12 amps.

IMPERIAL. Available in three capacities from 7,000 to 9,800 BTUH. Amazing Weather Seal eliminates need for covering or removing unit in winter. Plus exclusive new Decorator Front that can be painted, wallpapered, or covered with fabric to match any room decor.

ROYAL CASEMENT. Mounts flush with window frame in seconds. Requires only a screwdriver for installation. No need to remove glass, or alter window. All the most-wanted luxury features. Available in 6,000 BTUH or 7,700 BTUH models, 115 volt, 7½ or 12 amps.

TITAN. A capacity leader with 28,000 BTUH... cooling power enough for up to 1800 square feet. Ideal for large room or offices... yet quieter than ever before. Also available in 23,000 BTUH; 208 or 230 volt models.

BUILT-IN. Specially designed sleeve makes in-wall installation faster, easier, more weatherproof than ever. Available with the same wide capacity range and features as Chrysler Imperial and Power King models, including reverse-cycle units.

You owe it to yourself and your customers to get the full story on Chrysler Room Air Conditioners for 1961. So, before you commit, see your local Chrysler Room Air Conditioner Distributor. His name is listed on the back page. Call him today.



CHRYSLER TOOK a new look at what room air conditioner dealers want in sales incentive programs...and came up with a magnificent Caribbean cruise!

A fabulous vacation cruise aboard the majestic *M/S Bianca C.*... all expenses paid! It's in the wind for every dealer who sells Chrysler Room Air Conditioners. This Fall Holiday Cruise is perfectly timed to follow the summer selling season. It gives Chrysler Dealers a chance to relax in luxury as the ship follows the sun to the fun spots of the Caribbean... Nassau, Kingston, Port-au-Prince. It's your reward for ordering enough—early enough. How many units are enough? Surprisingly few! A call to your Chrysler Room Air Conditioner Distributor will bring you the details.



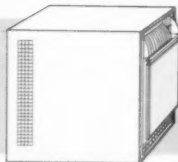
CHRYSLER FOUND a new way to make a room air conditioner that delivers cool air 50% farther...yet is 46% quieter!

We've passed yellow smoke through a new Chrysler Room Air Conditioner to demonstrate how, with Chrysler's exclusive "air door", billows of cool air are delivered to the farthest corners of a room. Specially designed full-width air discharge and powerful new blower make it possible to get 50% greater "throw"... without drafts. Yet the combination of full-width discharge, new squirrel-cage blower, double-insulated cabinet and rubber-mounted motor makes it quieter than ever. Equally important, the air is directed upward, so it can settle slowly toward the floor—thus cooling the room evenly, without drafts.

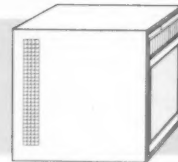


CHRYSLER TACKLED the question of what to do with a room air conditioner in winter and came up with the exclusive Weather Seal!

No longer is it necessary to remove an air conditioner or cover the outside grille in winter. The new Chrysler Imperial, with Weather Seal, is ready for wintry blasts in 2 seconds!



IN SUMMER—IT'S OPEN.
The exclusive Decorator Front lifts up and out, exposing the return air grille; the air discharge door is open, to let in refreshing cool air.

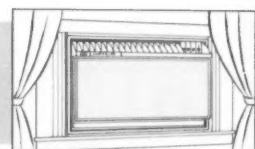


IN WINTER—IT'S CLOSED.
The Decorator Front snaps down, covering the return air grille; the air discharge door is closed. The Imperial is weather-sealed. Elapsed time: 2 seconds!

CHRYSLER SOLVED the problem of super-fast mounting by designing a kit that can be used...not on just a single unit...but on two complete lines!

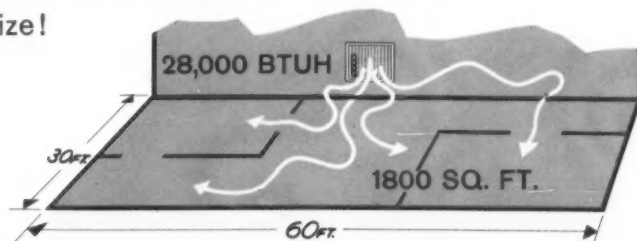
Chrysler engineering has come up with a mounting kit that isn't limited to just one or two units. This kit is standard on all eight models in two complete lines—the Imperial and Power King—covering the entire cooling range from 7,000 to 17,500 BTUH.

From carton to cooling...
in three minutes.



CHRYSLER BROKE the capacity barrier by developing a new 28,000 BTUH room air conditioner that's as quiet as units half its size!

With the new Titan, Chrysler kills two birds with one stone. Here's a unit with power enough to cool up to 1800 square feet. Yet its decibel level is as low as many units half its size. With 28,000 BTUH, it has enough spill-over capacity to cool more than one room. Or it can be used in transom installations for small businesses and offices.



TURN THE PAGE...FOR A CLOSE LOOK AT CHRYSLER ROOM AIR CONDITIONERS FOR '61.

The Whole Town Came To Dinner...

... And Stayed To Watch Laundry Demo

That's the way Damascus, Md., dealer Willard Woodfield kicked off a unique promotion which featured fashions as a premium for purchase of laundry appliances.



The dinner invitations went to 649 families in Damascus and, figuring on two adults per family, Woodfield could have fed 1,300 people. As it was, about 600 showed up on the evening of Nov. 7 in response to (1) a teaser letter; (2) a letter of explanation; and (3) a formal invitation.

The program consisted of a fashion show staged by Jelleff's, a Washington, D. C., clothing store, and a laundry demo by Jean Eggert of the Hotpoint Institute in Chicago.

The promotion unveiled during the meeting consisted of gift certificates for Jelleff clothes with the purchase of a new Hotpoint laundry product. Certificates ranged from \$30 on a \$224 dryer to \$80 for purchase of both

a washer and a dryer. (A \$100 gift certificate was also used as the door prize.)

The follow-up on the dinner-demo consisted of (1) a window display built around the free clothing offer; (2) heavy newspaper advertising during Woodfield's thirty-second anniversary sale; and (3) the presence of a demonstrator on the store floor during the anniversary sale.

The results anticipated by Woodfield were both immediate and long term. During two weeks of the promotion, Woodfield sold 33 washers and 16 dryers. But Woodfield believes that "the long-range benefits were even more important than immediate sales. It will be of great value in the years to come."

LETTERS

EM Week welcomes expressions of opinion from its readers for publication, subject, of course, to final editing and approval by editors.

'Degrading Tactics'

EDITOR, EM WEEK:

The column in your issue of Jan. 9, "A Dealer Salesman," might more appropriately be titled "What's Wrong with the Appliance Business."

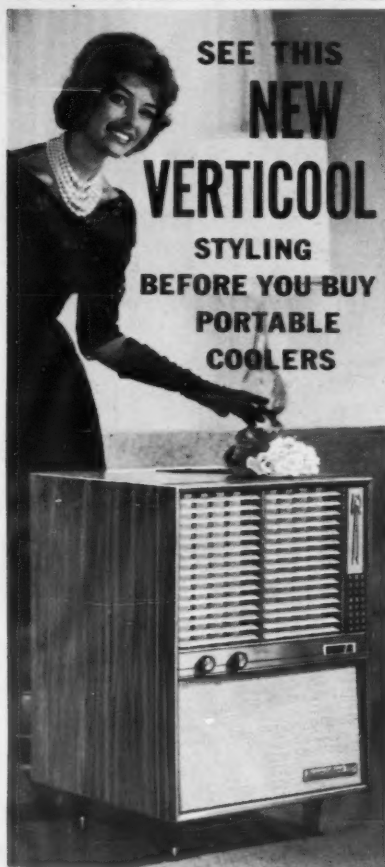
The author is anonymous. Had I written the article I would also not want to be identified. I would be ashamed to admit that I had to stoop to the degrading tactics that he did to sell appliances. He quotes fictitious list prices, dummy discounts and even makes arithmetic "mistakes" to sell his products.

I believe that chiselers, hagglers and sharpies were born or made by dealers and salesmen, such as the author of this article, who are not honest in their dealings with the public. They have created distrust and suspicion in the eyes of the public to the point that they have no confidence in any price quoted.

We find it profitable and satisfying to be honest in all our dealings and have been since 1927.

John P. Davis
Appliance Dept. Mgr.
Weld County Garage
Greeley, Colo.

EM Week doesn't condone the sharp selling techniques used by its Dealer Salesman columnist, but points out that they are not unknown in some market areas.



Travel Air
The greatest name in
PORTABLE AIR COOLERS

METALAIR PRODUCTS DIVISION
McGraw-Edison Company
P. O. Box 1712
Phoenix, Arizona

HOW'S BUSINESS?

Here's the answer for 26 key markets which cover 15% of the U.S. buying public. Based on flash reports of dealer sales in the areas served by these utilities, the chart provides you with an authentic, timely index of retail sales. It's an ELECTRICAL MERCHANDISING WEEK exclusive.

Nov. 1960 vs. Nov. 1959	00	Refrigerators	Freezers	Electric Ranges	Electric Water Heaters	Washers	Clothes Dryers	Dish-Washers	Room Air Conditioners	TV
11 Mos. 1960 vs. 11 Mos. 1959	00									
IN THE EAST										
United Illuminating Co.	-6	-8	+1	+33	-17	-29	+14	+88	-1	
N. Y. State Elec. & Gas Corp.	-5	+15	-3	+42	-12	-9	+26	-13	+2	
Jersey Central Power & Light	-5	+17	-16	-32	-11	-23	*	-77	*	
New Jersey Power & Light Co.	-3	+9	-5	-18	+1	-1	*	-38	*	
Philadelphia Elec. Assoc.	0	+44	-16	-16	-9	-12	+51	-10	+10	
Pennsylvania Elect. Co.	+11	+28	+5	-10	+3	+10	+54	-13	+13	
West Penn Power Co.	-5	+18	-26	-22	+19	+71	+25	-88	+3	
	+5	+6	+6	+11	-4	+6	+5	-26	-2	
	+41	+76	+11	-28	-7	+29	+3	-56	+1	
	+6	+23	+5	-22	-5	+11	+33	-19	+1	
	+7	-1	+3	-22	-11	-24	+39	-50	-9	
	-7	-8	-7	+7	-10	-8	+17	-28	-4	
	+3	+10	+1	+32	-12	-23	-7	-36	+5	
	-4	+6	-1	+1	-6	+4	+8	-30	+3	
IN THE MIDWEST										
Dayton Power & Light Co.	-16	-4	-18	-11	-18	-8	+21	+17	-9	
Central Illinois Public Service	-9	+9	-4	-14	-14	-19	+17	-41	-12	
Kansas Gas & Electric Co.	0	-5	-13	-12	-19	-31	+15	+88	-4	
Kansas Power & Light Co.	-5	-10	-13	-12	-17	-22	+9	-14	-5	
Nebraska-Iowa Elec. Council	-9	+39	-19	+32	+4	+1	-40	+70	-6	
	-5	+2	-11	+18	-8	-10	-11	-19	-10	
	+14	+5	+1	0	-4	-7	*	+15	-17	
	+3	+1	-5	-9	-7	-9	*	-15	-5	
	+44	+28	-6	-19	+28	+29	0	+271	+18	
	-1	-2	+3	-32	+1	+9	-31	-22	+2	
IN THE SOUTH										
Chattanooga Elec. Power Bd.	-14	-31	-19	-22	-2	-32	-25	-68	0	
Nashville Elec. Service	-3	-11	-10	-13	-10	-8	+16	-13	-2	
Florida Power & Light Co.	-26	-18	-8	-20	*	-30	*	*	*	
Florida Power Corp.	+2	+3	-4	0	*	-4	*	*	*	
Tampa Electric Co.	-12	-23	-19	+41	-12	-3	-29	-38	+20	
	-9	+5	-10	-12	-13	-2	+12	-8	-1	
	-2	+63	-17	-11	-4	+41	+30	+25	-4	
	-4	+15	-16	-17	-20	+7	+19	-7	0	
	-35	0	-23	-7	+1	0	+21	-41	0	
	-7	+16	-18	+3	-2	-10	+6	0	-4	
IN THE SOUTHWEST										
Dallas Power & Light Co.	-12	+8	-31	*	+17	+89	+10	-82	+15	
Gulf States Utilities Co.	-13	+14	-7	*	+12	+38	-18	-51	-9	
El Paso Electric Co.	*	*	-7	-12	*	-20	*	*	*	
Southwestern Electric Power	*	*	-11	+12	*	-4	*	*	*	
New Orleans Public Service	+52	+44	-14	+12	*	+38	-14	+56	+29	
	-20	-24	-25	-38	*	-6	+15	+13	-15	
	-10	+10	-8	+126	-1	+30	-2	-25	-9	
	0	-7	-5	+22	-7	+1	-16	+3	-1	
	-27	-3	-9	*	-12	-52	-59	-92	-3	
	-18	-5	-0	*	-16	-53	-35	+1	-8	
IN THE WEST										
Idaho Power Co.	-7	-20	+2	+4	-32	+33	*	*	*	
Pacific Gas & Electric Co.	-16	-18	-10	-7	-13	-9	*	*	*	
Pacific Power & Light Co.	-4	-2	+14	+4	+5	+23	+1	-90	+3	
Washington Water Power Co.	+6	0	+11	+4	-1	0	+3	+14	+6	
	-17	-9	-5	-11	-12	-3	+8	+4	-11	
	-13	-10	+8	-6	-10	-11	+2	-20	-10	
	+14	-3	+8	-34	-33	-39	-6	+320	+3	
	-17	-17	-12	-2	-26	-26	+34	+17	-56	
NATIONAL										
Nov. 1960 vs. Nov. 1959	-2	+5	-3	+8	-5	0	+3	-46	+3	
11 Mos. 1960 vs. 11 Mos. 1959	-3	0	-2	-8	-7	-3	-10	-15	-1	

0 = No Change
* = Not Available

How Did November Do?

Christmas buying definitely influenced November sales of major appliances, according to the reports of the 26 utilities charted above. Television, dishwashers, freezers and water heaters all recorded sales increases over 1959's November totals. Dryers kept pace with the previous November and, with the exception of air conditioners (down 46% from 1959), any losses reported were minimal.

Weather was generally mild during November around the country

and this may have been a prime factor in the upturn in sales. But most dealers looked to year-end promotions as the big sales booster. Whatever the reason was, dealers hailed November as a welcome relief from the dreary sales periods of late summer and fall.

In the San Francisco area, Pacific Gas & Electric showed 11-month totals up above 1959 in seven of the nine categories, with washers and dryers just about even. A "Make Your Home Happier With a New

Appliance" promotion in the Spokane, Wash., area helped boost sales, as evidenced by the increase in refrigerators, ranges and TV.

In the East, United Illuminating showed substantial gains in water heaters and dishwashers, with ranges and TV matching 1959. The New Jersey utilities, down for the most part on the month, were still ahead on the year in most categories. Sales in Philadelphia were brisk, with only the water heater and air conditioner appreciably off.

In the Midwest, Kansas Gas & Electric, encouraged by November totals, looked to December to boost refrigerator, range, dishwasher sales.

PEOPLE in the NEWS



Commings
of Northern



Heinlen
of Gibson



Grewe
of Gibson



Klintworth
of Gibson



Morrill
of LFC



Richardson
of Chattanooga



Cartwright
of Norge

Northern Electric Co.—J. Gray Commings was elected executive vice president of the Chicago heating appliance company. He served as electric blanket mills manager for Fieldcrest Mills, Inc. before joining Northern.

Norge—Mrs. Jessie Cartwright, director of home service for the past 12 years, has been appointed home economics director.

Emerson Electric Co.—Several personnel appointments have been announced: Donald J. Harper, formerly builder products manager, has been appointed builder products and merchandise sales manager, replacing Richard B. Loynd who moves to the electronics & avionics division as assistant vice president for special projects; Louis L. Colbert, formerly lighting manager, becomes assistant builder products and merchandise sales manager; Edward K. Handlan, presently manager-air conditioning and electric heat, assumes the additional responsibility of contract sales manager.

Landers, Frary & Clark—Norman P. Levine and Robert E. Morrill have been named vice presidents. Levine will continue as director of purchasing and planning and Morrill as sales manager of national accounts.

Chattanooga Royal Co.—A. Cave Richardson has been named vice president and general manager and George M. Childress vice president for manufacturing. The company makes the Royal line of barbecue grills and space heaters.

General Electric—Richard L. Heckman has been named manager of product planning in the appliance control department. He had been an advanced product planning specialist. Andrew E. Kimball, previously manager of marketing research for the receiving tube department, has been appointed a marketing research manager to the staff of the advanced product planning operation of the electronic components division.

Sylvania—John Spitzer, formerly an advertising supervisor, has been appointed manager of advertising and sales promotion for the semiconductor division.

Motorola—Pat A. Calobrisi has been named product planning manager of the consumer products division, succeeding K. Warren Snider who has been reassigned to the West Coast on a special assignment. Calobrisi had been national director of service.

Crane Co.—Vernal C. German, previously sales vice president, has been appointed general manager of the Cochrane Corp., a recently ac-

quired division which manufactures water-treating equipment and de-aerating heaters.

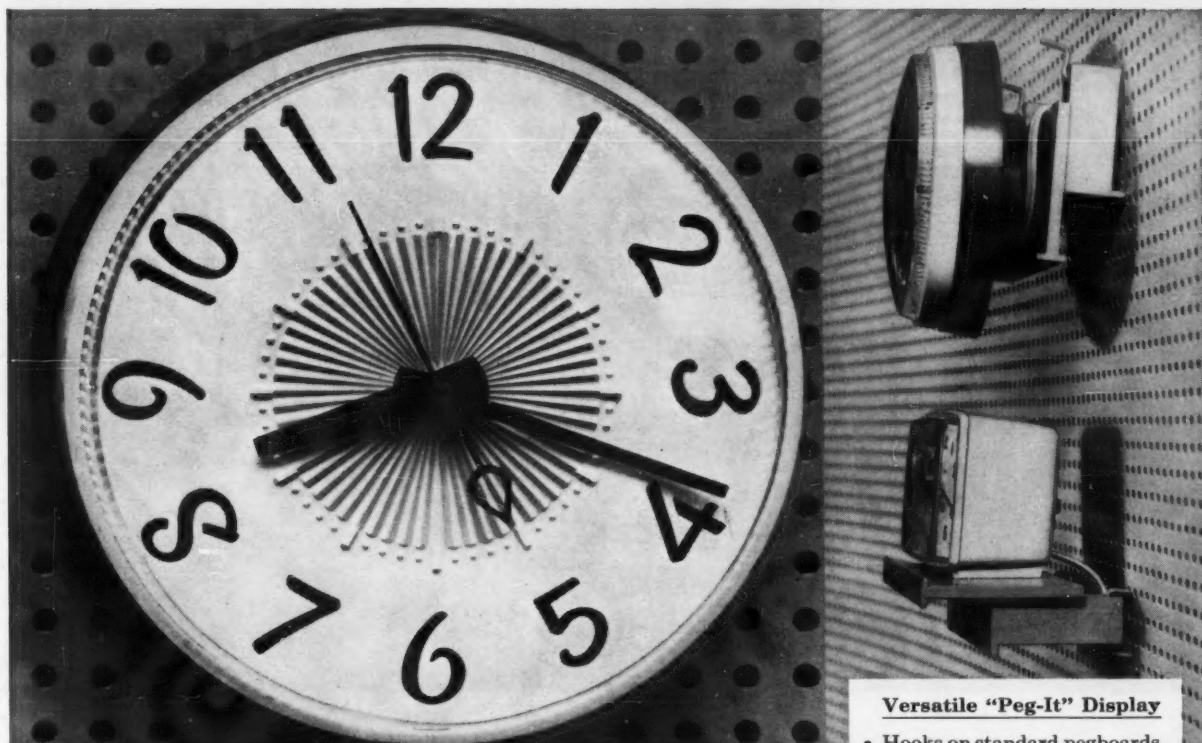
Pyle-National Co.—James M. Connell, formerly district manager in Philadelphia, has been appointed manager-eastern region. The Pyle

Company manufactures outdoor lighting equipment.

Gibson—Three new vice presidents have been appointed in a major executive realignment. D. H. Heinlen, formerly manager of advertising and sales promotion, is now

vice president of advertising; A. J. Grewe, formerly manager of refrigerator and range sales, is now vice president appliance sales; and J. F. Klintworth, formerly manager room air conditioner and rehumidifier sales, is now vice president for that division.

Peg Your Sales Higher with New General Electric Clocks New Styles, New Features, New Displays



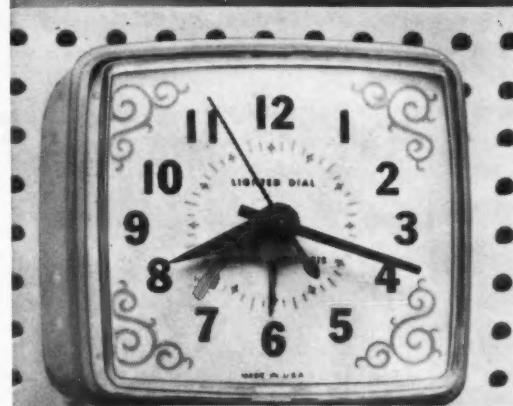
New Clock Peg "BON BON"

Full cut out numeral. Full vision crystal. Beige, red, yellow. New "Bon Bon" display holds 3 clocks. Fits compactly in small area. Details from your distributor. 2119

\$4.98

Versatile "Peg-It" Display

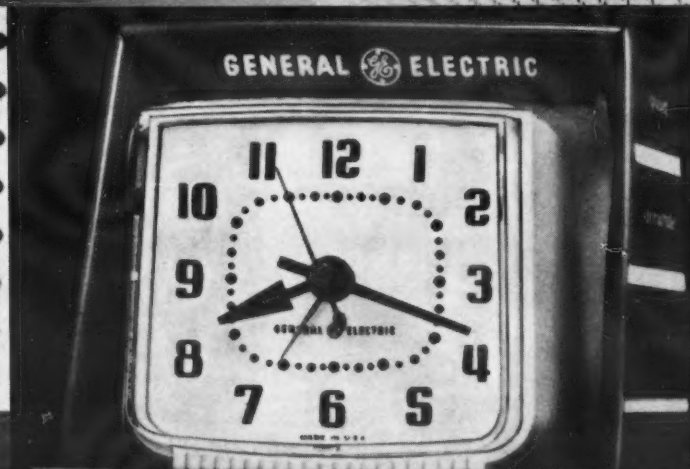
- Hooks on standard pegboards
- Holds clock cord out of sight
- For any General Electric wall or alarm clock
- Dresses up displays, reduces breakage, pilferage



New Lighted Dial "RISER" 7279-K

Sell the General Electric "Riser". Our lowest priced clock with lighted dial!

\$6.98



New Color, New Package Peg

Popular "Room-Mate" Alarm now in ivory and pink. Comes in see-thru bubble pack. (Luminous \$1 more.) 7H223

\$4.98

General Electric Company Clock & Timer Department, Ashland, Massachusetts
All prices are manufacturer's suggested retail prices—plus applicable taxes.

Progress Is Our Most Important Product
GENERAL ELECTRIC



they have the features that **SELL** air coolers...

WRIGHT

comfort-planned portable
AIR COOLERS

with exclusive
**ACTIVATED
CHARCOAL
AIR PURIFIER***

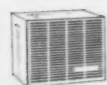
FEATURES! FEATURES! FEATURES!...and every one a sales clincher!

- Activated Charcoal Air Purifier
- Germ-Gard Cooling Filters
- Automatic Thermostatic Control
- 3-Speed Push Button Switches
- Aquadial Cooling-Ventilating Control
- Vinyl-Clad Galvanized Steel Cabinets
- Directional Grilles
- Convenient Top Filling
- One Year Factory Warranty
- National Service Center System

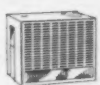
**PROVEN STYLE LEADER —
PROVEN CUSTOMER CHOICE**

Once again, Wright's sales-minded engineering has provided the proven comfort-planned features that comfort-minded customers want. That's why Wright portable air coolers are the outstanding line for 1961... your best bet for greater profits and customer satisfaction.

OFFER YOUR CUSTOMERS THIS WIDE CHOICE OF MODELS AND PRICES



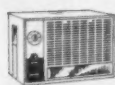
MODEL 1250
Popular Priced
Value Leader
\$29.95 list



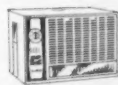
MODEL 1300
Portable
Spot Cooler
\$39.95 list



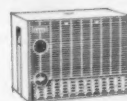
MODEL AP 1330
Portable
Cooler/Purifier
\$49.95 list



MODEL 1870
Portable
Room Cooler
\$59.95 list



MODEL AP 1880
Room
Cooler/Purifier
\$69.95 list



MODEL AP 2220
King Sized
Cooler/Purifier
\$89.95 list

"Creating New Climates
for Better Living"



WRIGHT Manufacturing Company 2902 West Thomas Road,
Box 11247, Phoenix, Arizona

MANUFACTURERS OF FINE QUALITY EVAPORATIVE AIR COOLERS AND REFRIGERATED AIR CONDITIONING

REPRESENTATIVES: BOSTON, Fred Garmon Co. — ROCHESTER, Yayo & Clare Assoc. — NEW YORK CITY, Bernie Leinoff & Assoc. — PHILADELPHIA, Flynn-Gee & Co. — PITTSBURGH, David Scharf Assoc., Inc. — CLEVELAND, Hutter & Tilden Co. — RALEIGH, Lewis Associates — ATLANTA, Carl A. Lewis Co. — MIAMI, B. Gold, M. Weinstein Co. — DETROIT, Entin-Littman Assoc. — CHICAGO, Tilken-Cagen Assoc. — MINNEAPOLIS, Rob-Co Assoc. — ST. LOUIS, Meyer-Coffar & Assoc. — MEMPHIS, W. G. Carr Co. — DALLAS, Universal Enterprises, Inc. — DENVER, Andrew C. Bryant — EL PASO, W. Brad Abbott — LOS ANGELES, Tom Prenovost — FRESNO, Fred Hudson, Jr. — VANCOUVER, B. C., Lyman Agency, Ltd. — TORONTO, Don McCay & Co. — AUTOMOTIVE: NEW YORK, Jackson & Franklin — LOS ANGELES, J & H Sales Co. — VARIETY CHAINS: NEW YORK, John Morrison Co.

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CASWELL SPEARE PUBLISHER

DALE R. BAUER ADVERTISING SALES
MANAGER

PHILIP G. WEATHERBY
GENERAL MANAGER,
HOME GOODS DATA BOOK

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A Quick Check of BUSINESS TRENDS

	LATEST MONTH	Preceding MONTH	YEAR AGO	HOW THEY COMPARE
FACTORY SALES appliance-radio-TV index (1957 = 100)	107	108	125	14.4% down* (Sept. 1960 vs. Sept. 1959)
RETAIL SALES total (\$ billions)	18.5	18.5	17.8	3.9% up (Nov. 1960 vs. Nov. 1959)
APPLIANCE-RADIO-TV STORE SALES (\$ millions)	307	317	347	11.5% down (Nov. 1960 vs. Nov. 1959)
CONSUMER DEBT + + owed to appliance-radio-TV dealers (\$ millions)	288	290	303	4.6% down (Nov. 1960 vs. Nov. 1959)
FAILURES of appliance-radio-TV dealers	38	30	16	137.5% up (Dec. 1960 vs. Dec. 1959)
HOUSING STARTS (thousands)	72.1	94.6	109.1	33.9% down (Nov. 1960 vs. Nov. 1959)
AUTO OUTPUT (thousands)	96.4**	111.8**	175.1**	44.9% down
PERSONAL CONSUMPTION EXPENDITURES for furniture-household equipment (\$ billions)	18.3+	18.7+	19.1+	4.2% down (3rd qtr. 1960 vs. 3rd qtr. 1959)
DISPOSABLE INCOME annual rate (\$ billions)	357.5	354.1	338.5	5.6% up (3rd qtr. 1960 vs. 3rd qtr. 1959)
CONSUMER SAVINGS annual rate (\$ billions)	29.0	25.2	22.5	28.8% up (3rd qtr. 1960 vs. 3rd qtr. 1959)
EMPLOYMENT (thousands)	66,009	67,182	65,699	0.5% up (Dec. 1960 vs. Dec. 1959)

*New index being used. Federal Reserve Bulletin, September, 1960 (seasonally adjusted).
 **Figures are for week ending Jan. 21, 1961, and preceding week (revised).
 +Figures are for quarters.
 + + Federal Reserve Bulletin figures (revised).

A Quick Check of INDUSTRY TRENDS

1960 figures below based on monthly reports. For estimates on the full year see Jan. 23 issue. **New figures in bold-face.**

		1960 (Units)	1959 (Units)	% Change
AIR CONDITIONERS, Room	Nov.	87,400	310,600	-71.86
	11 Mos.	1,459,900	1,612,700	-9.47
DISHWASHERS	Nov.	47,600	57,700	-17.50
	11 Mos.	509,700	482,200	+ 5.70
DRYERS, Clothes, Electric	Nov.	94,271	98,786	-4.57
	11 Mos.	727,050	818,663	-11.19
Gas	Nov.	47,778	58,261	-17.99
	11 Mos.	392,724	428,479	-8.34
FOOD WASTE DISPOSERS	Nov.	60,100	67,200	-10.57
	11 Mos.	675,500	711,000	-4.99
FREEZERS	Nov.	73,000	64,900	+12.48
	11 Mos.	1,017,200	1,142,200	-10.94
PHONOGRAPH SHIPMENTS	Nov.	520,792	621,461	-16.20
	11 Mos.	4,104,319	3,741,299	+ 9.70
PHONOGRAPH RETAIL SALES	Nov.	437,983	652,822	-32.91
	11 Mos.	3,659,114	3,575,096	+ 2.35
RADIO PRODUCTION (excludes auto)	Week Jan. 13	177,610	171,506	+ 3.56
	2 Weeks	283,125	303,004	- 6.56
RADIO RETAIL SALES	Nov.	941,521	1,061,634	-21.31
	11 Mos.	8,326,275	7,142,424	+16.57
TELEVISION PRODUCTION	Week Jan. 13	100,889	138,048	-26.91
	2 Weeks	151,742	243,001	-37.55
TELEVISION RETAIL SALES	Nov.	521,886	598,070	-12.74
	11 Mos.	5,176,905	5,046,971	+ 2.57
REFRIGERATORS	Nov.	253,300	265,900	-4.70
	11 Mos.	3,153,000	3,502,400	-9.98
RANGES, Electric, Standard	Nov.	65,000	72,500	-10.34
	11 Mos.	779,300	854,000	-8.75
Built-in	Nov.	52,500	71,500	-26.57
	11 Mos.	617,300	685,300	-9.92
RANGES, Gas, Standard	Nov.	115,300	126,100	-8.56
	11 Mos.	1,377,800	1,530,600	-9.92
Built-in	Nov.	25,700	33,500	-23.28
	11 Mos.	317,400	323,800	-1.98
WASHERS, Automatic & Semi-Auto	Nov.	221,402	243,248	-8.98
	11 Mos.	2,382,044	2,718,735	-12.38
Wringer & Spinner	Nov.	53,899	69,548	-22.50
	11 Mos.	668,636	850,405	-21.37
WASHER-DRYER COMBINATIONS	Nov.	9,076	16,482	-44.93
	11 Mos.	141,296	181,834	-22.29
WATER HEATERS, Electric (Storage)	Nov.	52,300	31,000	+68.71
	11 Mos.	621,200	739,000	-15.94
WATER HEATERS, Gas (Storage)	Nov.	162,900	199,100	-18.18
	11 Mos.	2,470,600	2,760,700	-10.51

Sources: NEMA, AHLMA, VDMA, EIA, GAMA.

COMING YOUR WAY

So new!
So different!
A whole
new way
for a range
to look!

RCA WHIRLPOOL GAS AND ELECTRIC RANGES

Check with your
RCA WHIRLPOOL Distributor
for Open House Date.



CORPORATION

ST. JOSEPH, MICHIGAN

Join up!...it's easier to sell RCA WHIRLPOOL
than sell against it!

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America



Are Tail Fins Next?

IT'S A POSSIBILITY. After all, didn't some freezer manufacturers go ahead and put in automatic defrost systems—contrary to practicality, food safety and good freezer practices? This is fine if you believe users should pay up to \$3.00 a month extra for the privilege of exposing frozen food to flavor-dulling, vitamin-robbing up and down temperature fluctuations.

Fortunately, there's a sensible, honest approach to this problem of FROST-FREE storage—and Maniowoc takes it. Maniowoc freezers end shelf frost by the process of elimination—not by adding superficial devices. Maniowoc does away with frost-attracting shelf coils. Instead, an exclusive wrap-around system of coils freeze foods all around—in a constant, balanced zero zone. Removable shelves and a fingertip Frost-Away lever make the twice-yearly defrosting period a breeze—encourages the inventory check vital to efficient freezer management.

An all-out National Advertising and Merchandising Plan is now in effect, acquainting millions of families to the realities of true freezer economy and convenience. Will you lend your support?

Maniowoc

UPRIGHTS
5 models
COMBINATIONS
4 models
CHESTS
2 models
REFRIGERATORS
3 models

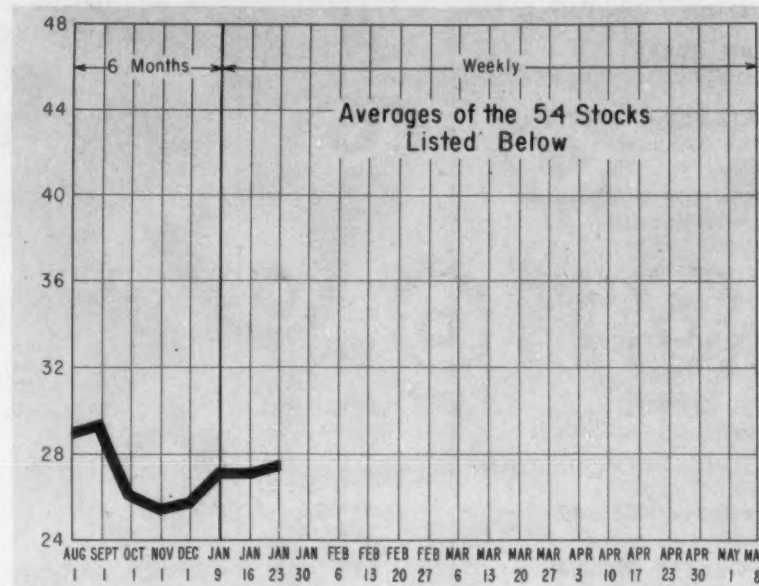
Imperial line

MANITOWOC APPLIANCES
MANITOWOC EQUIPMENT WORKS
MANITOWOC, WISC.



TAKING STOCK

A quick look at the way in which the stocks of 54 key firms within the industry behaved during the past week. This unique summary is another exclusive service for readers of EM WEEK.



STOCKS AND DIVIDENDS IN DOLLARS		1960	CLOSE JAN. 16	CLOSE JAN. 23	NET CHANGE
HIGH	LOW				
NEW YORK EXCHANGE					
Admiral	23 7/8	10	12 1/2	12 1/2	—
American Motors 1	29 1/2	17 1/2	17 3/4	18 3/8	+ 5/8
Arvin Ind. 1	27 1/2	16 3/4	21 5/8	21 1/4	— 3/8
Borg Warner 2	48 1/2	31 7/8	37 5/8	38 1/4	+ 5/8
Carrier 1.60	41 3/4	27 1/8	37 3/4	39 1/8	+ 1 3/8
CBS 1.40B	45 1/4	34 5/8	36 1/2	37 3/4	+ 1 1/4
Chrysler 1	71 3/8	37 3/8	39 3/4	39 3/8	+ 1/8
Decca Records 1.20	39 3/4	17 3/8	35 1/2	34 5/8	— 1/8
Emerson Electric 1	58 1/2	33	57 3/8	57	— 3/8
Emerson Radio .50F	22 1/8	11 1/8	13	12 3/8	— 5/8
Fedders 1	20 3/4	15 5/8	17 3/4	18 1/8	+ 3/8
General Dy. 1.75E	53 1/2	33 1/2	43 3/8	43 3/8	—
General Elec. 2	99 3/8	66 7/8	70	67 7/8	— 2 1/8
General Motors 2	55 5/8	40 1/4	42 1/2	43	+ 1/2
General Tel & El .76*	34 1/8	24 3/4	27 1/4	26 5/8	— 5/8
Hoffman Elec. 45P	30 1/4	15	16 7/8	17 5/8	+ 3/4
Hupp Corp. .37T	13 1/4	6 3/4	8 3/8	8 3/8	—
Magnavox 1	55	31 3/4	47 3/4	52 3/4	+ 5
Maytag 2A	44 1/2	31	38	38 3/8	+ 3/8
McGraw-Edison 1.40	45 3/4	28	34 1/4	36 3/8	+ 2 3/8
Minn. M&M .60	88	60	71 1/2	71 1/4	— 1/4
Montgomery Ward 2	55 3/8	25 1/2	28 5/8	28 7/8	+ 1/4
Monarch .30E	19 3/8	11 3/4	14 1/2	14 1/2	—
Motor Wheel 1	23 1/4	11	13 1/4	13 3/4	+ 1/2
Motorola 1	98	60 1/2	77 1/2	79	+ 1 1/2
Murray Corp.	29 1/8	24 5/8	27 5/8	28	+ 3/8
Philco 1/4G	38 1/4	16	19	18 7/8	— 1/8
RCA 1B	78 3/8	46 1/2	50 5/8	53 1/4	+ 2 5/8
Raytheon 2.37T	53 3/8	30 1/4	38 1/2	39 1/4	+ 3/4
Rheem .60	28 3/8	12	15 1/4	15 3/8	+ 1/8
Ronson .60	13 3/4	9 3/4	12 1/2	13	+ 1/2
Roper GD	24 1/4	14 1/8	22	21 1/8	— 7/8
Schick	16 3/4	7 3/4	9 1/8	9 3/8	+ 1/4
Siegler Corp. .40B	43	23 3/8	29	29	—
Smith A. O. 1.60A	53 3/8	29 3/4	34	33	— 1
Sunbeam 1.40A	64 1/2	48 1/2	53	53 1/2	+ 1/2
Welbilt .10G	7 3/8	4	4 1/2	4 3/8	— 1/8
Westinghouse 1.20	65	45	46 5/8	45 3/4	— 7/8
Whirlpool 1.40	34 3/8	22	28	28 3/8	+ 3/8
Zenith 1.60	129 3/8	89 1/8	102 1/8	107	+ 4 7/8
AMERICAN EXCHANGE					
Casco Pd. .35E	10	6 3/4	10 1/4	10 1/4	—
Century Elec. 1/2	9 7/8	5 3/4	6 1/4	6 1/4	—
Herold Rad.	7 7/8	3 1/4	7 3/8	7 3/8	—
Ironrite .25T	10 1/2	5 5/8	6 1/4	5 7/8	— 3/8
Lynch Corp. (Symphonic)	15	8 1/4	9 3/4	10 3/4	+ 1
Muntz TV	6 1/2	3 1/2	4	4 1/2	+ 1/2
National Presto	12 3/8	10 3/8	14 1/2	14 1/4	— 1/4
Nat. Un. Elec. (Eureka)	3 3/8	1 3/4	2 1/8	2 1/8	—
Proctor-Silex	9 3/8	5 5/8	5 1/4	5 3/8	+ 1/8
Republic Trans.	6 1/4	3 3/8	4 3/8	4 3/8	—
Telectro Ind.	21 3/8	11 1/8	12 1/2	12 3/8	— 1/8
MIDWEST EXCHANGE					
Knapp-Monarch	—	—	5 1/2	5 1/2	—
Travler Radio	—	—	6 3/4	6 3/4	—
Webcor	—	—	9 1/4	11 1/4	+ 2

A—Also extra or extras. B—Annual rate plus stock dividend. D—Declared or paid in 1959, plus stock dividend. E—Paid last year. F—Payable in stock during 1959, estimated cash value on ex-dividend or ex-distribution date. G—Declared or paid so far this year. H—Payable in stock during 1960, estimated cash value on ex-dividend or ex-distribution date. *Minn M&M, Motorola, Gen Tel & El announced stock splits during first six months 1960.

ANALYSIS: To the surprise of just about everyone, the market made a sharp upturn last week. With a leveling off predicted by most experts, trading for the week ending Jan. 23 was brisk, giving rise to rosy predictions for the coming week. It was felt by many that the new administration's first week in office had given the market

a new confidence. Others disagreed, citing the sharp upturn as a signal for a coming decline in prices. Business news mirrored the former view, however, with many issues gaining on the strength of company advancements, both technical and physical. On the EM Week chart, RCA climbed 2% on the report of a development in data processing.

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AND WHAT THEY MEAN
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NIGHT

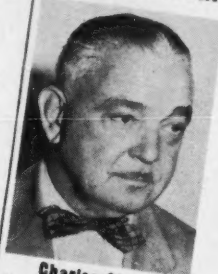
School News, Pages 16, 29
Civil Service, Page 15

Latest News

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By Charles M. Sievert

Alex Lewyt Going Back to His First Love



Charles Sievert

Men and memos: It looks now as though Alex Lewyt will return to his first postwar love—the Lewyt vacuum cleaner. A little more than a year ago he sold out his multi-million-dollar electronics company to the Budd Co., but the deal tied him down for a year because he had to remain as president of Budd-Lewyt Electronics, a subsidiary of the Philadelphia firm, until new executive leadership was formed.

Brooklyn-born, Alex is a success story in New York's annals of boys who made good. Ever since his Polytech days, he's been absorbed in things mechanical and electrical. He won plaudits from Washington for defense work in his Brooklyn plant wartime and when the shooting stopped, he took a challenge few manufacturers cared for — the congested vacuum cleaner field.

Since he's never feared competition, it was not surprising that he plunged headlong into the field—but not just with another vacuum cleaner. He designed one with a dustbag and this he knew would captivate the householder. He tooted it with "your hands never touch dust" and with its introduction it scored heavily in the sales column.

Of course, other improvements have been made in the cleaner through the years since '47—he put it on wheels, he added such attachments as a hair dryer and home air filterer. The man oozes with ideas when he tackles almost anything.

Now that he's freed of his electronics (his name has been dropped from the Budd subsidiary) at 52, he's going back full time to his first love. More than that, however, he has additional ideas. Since he's built up an organization of some 90 distributors and 7500 dealers, he intends to add new home-cleaning products to the line. Not detergents or compounds, but machines.

Just what they'll be, he's not telling and you can't blame him for that in the face of agility these days by competition.

When Alex brings out new models of his cleaner, it is generally because of his basic marketing philosophy: "When the industry produces cleaners that are very much alike, the woman becomes interested only in price. As the pricing situation becomes tighter, profits disappear."

Looking at the sales column, the Lewyt cleaner apparently has felt Alex's absence. But a new vigorous thrust is assured since he's back. This also means that promotion and advertising will be stepped up and more money put into research and development for new ideas.

We like, too, Alex's loyalty to the city in which he was born. With postwar growth, he checked out of his Brooklyn plant and built enlarged facilities in Long Island City. These have been sold and so, before the year ends, he must find new quarters.

Where will he go? He says he'll remain right in the Big Town because the city has a vast labor pool, pick of executive personnel and engineers and proximity to shipping. Tax-free offers and country club memberships from other cities leave him unmoved.



Alex Lewyt

He'll build or buy a building right across the East River.



With the December 31 issue, TV Guide roared to a new all-time weekly circulation record: 7,671,704.

Advertising revenue for 1960 rose 12% over 1959 for a new all-time high.

Advertising now booked for 1961 is 28% greater than the same period last year . . . another all-time high.

